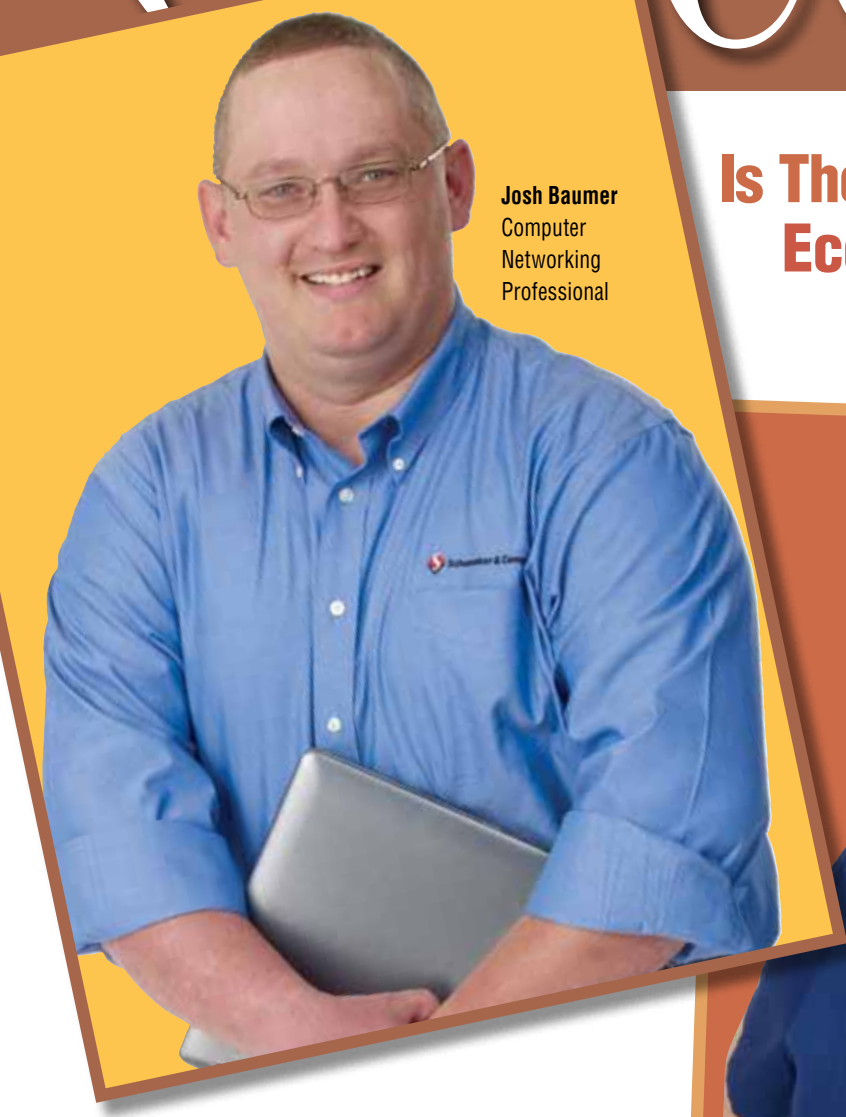
A Community Resource for Employment, Education and Enrichment

Fall 2009

Volume 12 • Issue 2

CareerFocus™



Josh Baumer
Computer
Networking
Professional

Is There a JOB FOR YOU in the Economic Stimulus Package?

Get Good Jobs Now with One- and Two-Year Degrees

Yesterday's News is Tomorrow's NEW MEDIA JOB

Turn Job Loss into a BRAND NEW BEGINNING

Lauri Procassini
Physical Therapist
Assistant

WCC Graduates Step Right into Great Jobs

Colby McLaughlin
Auto Body
Technician

LEARN *WHEREVER* and *WHENEVER* You Want with FlexEd

Washtenaw Community College

Education + Determination = Success

National City Bank is proud to be a supporter of Washtenaw Community College

National City®

NationalCity.com

Member FDIC • © National City Corporation®

23160/DCL

Questions about the WCC programs and services described in this publication should be directed to the Office of Admissions at 734-973-3543. Comments or questions about the publication itself can be directed to WCC Public Relations and Marketing Services at 734-973-3704.

To advertise in CareerFocus call 734-973-3360.

Publisher: . . . . . Larry L. Whitworth, President, Washtenaw Community College
Editor: . . . . . Laura Lyjak Crawford
Contributing Writers: . . . . Laura Lyjak Crawford, Esther Hurwitz, Anita LeBlanc, James Militzer, Joan M. Rehlin, Eleanor Shelton
Creative Director/Graphic Designer: . . . . . Julie Tanguay
Cover Photography: . . . . . IDT, Steve and Patti Constable
Production Assistance: . . . . . Angela Law
Regional Advertising Sales: . . . . . Rose Bailey
Mailing Fulfillment: . . . . . Angela Law, Martin Thomas

Visit WCC on the Web at www.wccnet.edu

Washtenaw Community College Board of Trustees

Richard J. Landau, Chair
Stephen J. Gill, Vice Chair
David E. Rutledge, Secretary
Pamela J. Horiszny, Treasurer
Mark Freeman, Trustee
Diana McKnight-Morton, Trustee
Anne M. Williams, Trustee

Washtenaw Community College Executive Officers

Larry L. Whitworth, President
Roger Palay, Vice President of Instruction
Steven Hardy, Vice President of Administration and Finance
Linda Blakey, Associate Vice President of Student Services
Damon Flowers, Associate Vice President of Facilities Development/Operations
Douglas Kruzel, Associate Vice President of Human Resources
Amin Ladha, Chief Information Officer
Wendy Lawson, Associate Vice President of Development, Grants and Government Relations

CareerFocus is published three times a year by Washtenaw Community College, 4800 E. Huron River Dr., Ann Arbor, Michigan 48105-4800.

All rights reserved. No part of the material printed may be reproduced or used in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage retrieval system without the permission of the publisher.

Find Answers to your Career Questions
CareerFocus Café
www.careerfocuscafe.com
CareerFocus Café is the new online companion to CareerFocus magazine

CareerFocus™

Contents

Features

CAREER WATCH

4 **Economic Recovery: What's in it for You?**
A job seeker's guide to the stimulus package

6 **The Truly Portable College Classroom**
Learning goes wherever and whenever you want it

FACULTY PROFILE

Cheryl Byrne – Teaching online and blended courses

8 **Too Much Information**
Multitaskers work more and accomplish less

QUIZ

9 **Connected or Strangled?**
Find out if technology is destroying your productivity

10 **Good Jobs Now**
You'll find plenty of opportunities with two-year degrees

STUDENT PROFILES

Josh Baumer – Computer Networking Professional
Lauri Procassini – Physical Therapist Assistant
Colby McLaughlin – Auto Body Technician

13 **Flex Your Work**
How to save your sanity and beat the recession

14 **Yesterday's News, Tomorrow's New Media**
Yes, media is changing, but jobs still look good

FACULTY PROFILE

Keith Gave – A new Washtenaw voice

16 **The Best Worst Thing that Ever Happened to You**
How to turn job loss into a brand new beginning

In Every Issue

2 FACTS AND FINDS

- Is the Recession Over Yet?
- Between Multitasking and Lifehacking
- The Classroom Comes to You
- Fail Now, Succeed Later

TOOLBOX

3 **Second Time Around**
Try these recycled and reusable office products

WCC SCHOOLS

17 **Good Jobs Start Here**

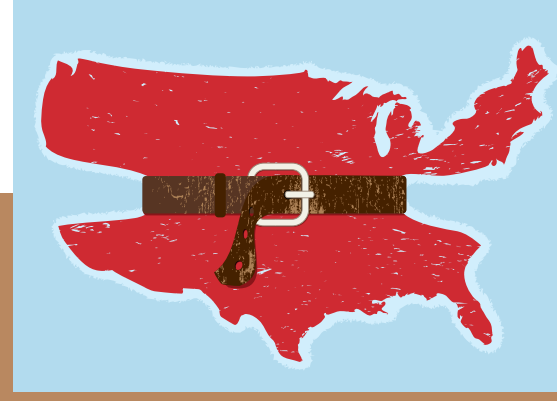
On the cover: Recent WCC grads Josh Baumer, Lauri Procassini and Colby McLaughlin went straight into great jobs

"Your portfolio is down 50 percent, your mortgage is worth more than your house, and your savings account is barely visible. The job meanwhile is making a roaring comeback...we're rediscovering the job as the most valuable asset a person can have...The cognition you've got up there in your head–your education and training–it's worth something."

"Jobs Are the New Assets"
Time Magazine, March 23, 2009

Facts AND Finds

Is the Recession Over Yet?



There are indications that the current "Great Recession" may be winding down. No wait, there are indications it will continue for six months, a year, three more years. But it's not so much that the facts and figures are in dispute, it's how they're being interpreted.

For the pessimistic set, there is evidence that the pay cuts and reduced hours that many workers have taken to stay employed may actually worsen the economy in the long run ("Falling Wage Syndrome," www.nytimes.com).

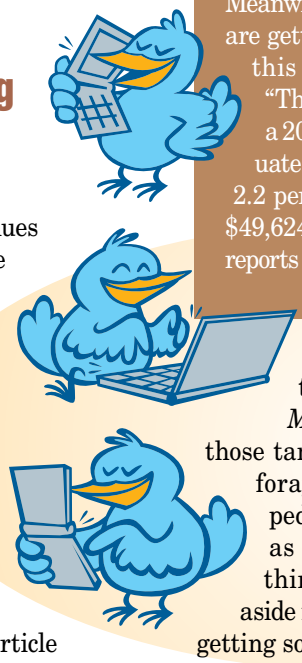
Meanwhile, new college graduates are getting smaller salary offers this year compared to last: "The overall average offer to a 2009 bachelor's degree graduate stands at $48,515—down 2.2 percent from the average of $49,624 posted in Spring 2008," reports the National Association of Colleges and Employers. ("Salary Offers to College Class of 2009 Dip," www.naceweb.com).

A slightly more positive bit of news is that college interns were offered higher salaries this year than last, even though fewer positions were open. ("Salaries for College Interns Rise 5 Percent," www.naceweb.org)

Optimists, on the other hand, will take heart from the *Wall Street Journal* report that even in these hard times there are new job openings every day.

Workers to fill positions such as computer systems analysts, accountants, registered nurses and sales managers are still in strong demand. ("You Can Land a Job – Even Now," online.wsj.com).

Between Multitasking and Lifehacking



The debate continues about whether the nearly limitless flow of information and distractions offered by the Internet are a blessing or a curse.

Maybe, just maybe, says Sam Anderson in his article "In Defense of Distraction" (*New York Magazine,* May 17, 2009) those tangents of unproductive forays into UTube, Wikipedia and e-mail are just as important to creative thinking as setting them aside is important to actually getting something done.

Somewhere between the idea that Internet addiction is a classifiable disorder and the idea that Twittering, texting, Googling and Blogging are the lifeblood of the modern world is another idea. "The truly wise will harness rather than abandon the power of distraction," says Anderson.

The Classroom Comes to You

The love of learning no longer requires you to strap on the book bag and find a seat in the lecture hall. Now sitting in on a class is as easy as sitting down at the computer.

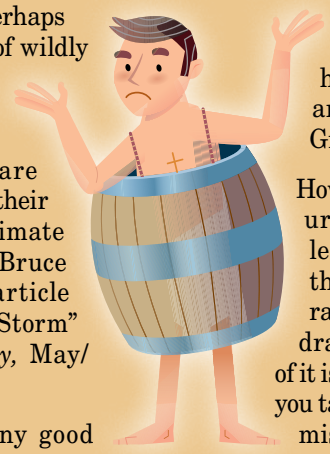
Many colleges and universities, from the Ivy League to community colleges post videos of popular lectures online at You Tube Edu, and over at ITunesU, you'll find podcasts of lectures on topics ranging from the cosmos to creative writing.

You'll also find lectures from authors, artists and thinkers at two lively sites – TED and PopTech. Here, the most popular thinkers of our day provide provocative and insightful lectures on everything from neurobiology to the economy and perfume design to artificial intelligence.

Take a look for yourself at:

www.youtube.com/edu
www.apple.com/tunes/hatson/itunesu
www.ted.com
www.poptech.com

Fail Now, Succeed Later



Embrace failure. It may be the real secret to success. Perhaps the early failures of wildly successful people like Steven Jobs, J.K. Rowling and Michael Jordan are the real source of their resilience and ultimate success suggests Bruce Grierson in his article "Weathering the Storm" (*Psychology Today,* May/June 2009).

There are so many good lessons to be learned by a significant failure, that you may want to get right out there and fall on your face so that you can get up brush off and get on with it. "Adversity, setback, and even trauma may actually be necessary for people to be happy successful and fulfilled," writes Grierson.

How can you turn failure into the kind of learning experience that transforms you rather than letting it drag you down? Part of it is honesty. The more you take the time to commiserate with others, address your feelings and look for alternatives, the easier it is to move on. The other part of it is attitude. The more you can cultivate a sense of optimism and humor that allow you to accept responsibility and create a new start, the more likely you are to eventually succeed. CF

Second Time Around

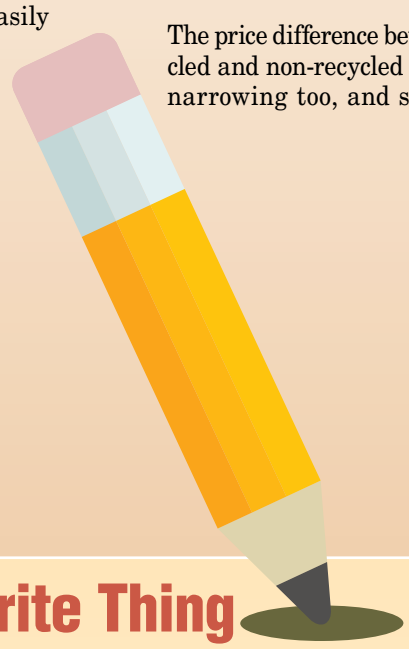
Try these recycled and reusable office products

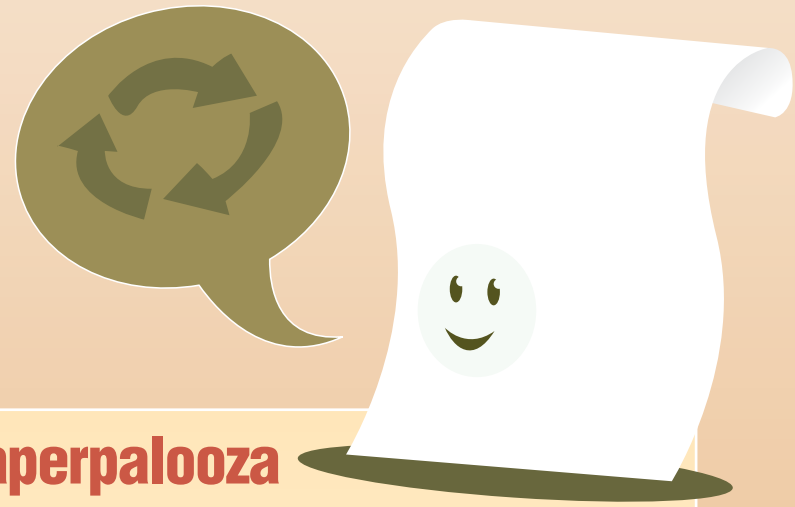
By Esther Hurwitz

Until now if you wanted to buy sustainably made office supplies, you often had to go to green office Web sites or pay extravagant prices. But now you can easily find many everyday office supplies including pens, printer and copy paper, file and hanging folders, sticky notes and even staplers made from recycled materials.

The price difference between recycled and non-recycled products is narrowing too, and some of the big-box stores like OfficeMax and Staples are shrinking the gap even further by offering comparable recycled products and frequently putting them on sale.

You may still have to hunt among items hanging on the racks, but often the best way to find recycled products is to look for green or brown packaging. Here is a roundup of products that can make you more productive, more earth-friendly and leave more green in your wallet.





Do the Write Thing

One big change you'll notice when looking through the pen section is the re-emergence of refillable pens. Refills used to be only for ballpoints, but Pentel, Pilot Pen Company and Zebra Pen Corp. offer refillable versions of their most popular gel-ink and rolling-ball pens–at comparable prices, and they're fun to write with!

You'll also notice the pen refills sections at stores are larger and more prominent, although for the most part you can only get black refills (or blue if you're lucky), but you can order other colors from the pen manufacturers' Web sites.

Fill 'er up

Pentel Hyper-G Retractable Liquid Gel Pen 57 percent recycled plastic; ink is safe for the Earth, people and taking notes; medium point refills in black, red, blue and violet.

Pilot G-Knock BeGreen fine point retractable gel-ink pen, 81.5 percent recycled content; uses the same black, blue and red medium or fine point refills as the Pilot G2.

Zebra Eco Sarasa Clip medium-point black ink; over 70 percent recycled material from various sources including cell phones, battery cases, car headlights and compact disc cases.

Pencil me in

If you'd rather write in pencil, you can choose from several made from recycled materials including recycled newspaper.

Consider 60 percent post-consumer content **Papermate Earth Write** pencils, with cheerful yellow barrels made from recycled newspapers.

Or, if you want to really go natural, try **Terracycle's** pencils and colored pencils made from whole newspaper sheets rolled around a no. 2 lead. With continued use, the oils from your hands alter the look of the newsprint on the barrel. Maybe you'll find a headline from the day you were born.

Paperpalooza

If you'd like to ease into using recycled products, try recycled paper products first–you probably won't notice the difference. For example, printer and copy paper with 30 percent recycled content, provides the same quality paper at a barely noticeable price difference.

And in case you haven't noticed, just about all file folders and hanging folders now have at least 10 to 30 percent recycled content, so unbeknownst to you, you've been recycling all along.

Sweeten the deal

On the other hand, if you'd like something completely different, try treeless paper, which is easier to turn into paper than tree fiber and is also recyclable. Staples has a line of 80 percent bagasse (made from sugar cane pulp) notebooks and paper pads that are printed with vegetable and water-based inks and are comparably priced to paper products made from non-recycled tree paper. You'll find notebooks in small and large sizes, composition books and 8.5˝ x 11˝ writing pads of wide-ruled 15 lb. paper in bagasse

Stick to your principles

If you're stuck on Post-it notes (and who isn't?), you still have choices. Super Sticky Post-its (the kind that stick to almost any surface) are available with 30 percent post-consumer content in all your favorite sizes and colors.

Keeping it all together

"Fun to use" is not a phrase usually applied to staplers, but people have been known to walk by other staplers in the office just to use a **PaperPro** stapler. Because of its unique spring mechanism, it takes the same amount of pressure to smoothly staple 20 sheets as it does to secure two sheets together.

The **PaperPro Ecostapler** is even more fun because it comes in colors like stone, sand and moss, and is made from 13 percent post-consumer content and 17 percent pre-consumer content. CF

Career Watch

Economic Recovery: What's in it for You?

A job seeker's guide to the stimulus package

By James Militzer

The American Reinvestment and Recovery Act presents a dilemma to many job seekers. Sure, it's projected to save or create 3.5 million jobs. And since its goal is to stimulate the economy quickly, most of those positions will be filled in the next year or two. That's great for experienced candidates who can start working immediately. If you're still in school or are contemplating a career change, the hiring might be over by the time you enter the job market.

Should you take a short-term stimulus into account when planning your long-term career? This overview explores four major elements of the Recovery Act, the jobs they're creating now–and whether these jobs will still be around after the spending ends.

INFRASTRUCTURE AND TRANSPORTATION

The stimulus: $27.5 billion to repair or construct highways and bridges, $17.7 billion for passenger rail and other public transit.

Short-term outlook: The government estimates that infrastructure and transportation projects in the stimulus will create or save 1.8 million jobs in everything from civil engineering and cost estimating to construction labor.

While short-term job opportunities will be plentiful, Joel Elvery, labor economics professor at Cleveland State University, cautions that the construction industry's struggles will make competition tight. "There were 1.8 million unemployed construction workers in April 2009," he says. "So it will mostly help put people who are currently out of work back to work, not create new opportunities for entry-level workers."

Long-term prognosis: If the economy hasn't recovered when government spending ends, demand for construction projects could dry up. So it would be risky to enter the field based solely on the stimulus.

If construction work interests you, do some research to determine how strong the job market is in your area. As Elvery puts it, "Students should be focused on finding a career, not a job. Choose a career that matches your interests and has had steady growth in your region before the recession."

HEALTHCARE

The stimulus: $87 billion in assistance to Medicaid, $19 billion to accelerate adoption of health information technology, $10 billion for medical research and facilities upgrades.

Short-term outlook: The government estimates that healthcare stimulus projects will create hundreds of thousands of jobs–and not just for highly trained medical providers.

According to Laurence Shatkin, career expert and author of *Great Jobs in the President's Stimulus Plan,* "Stimulus funding for extended COBRA insurance and Medicaid will create many associate-level jobs, including licensed practical nurses, medical assistants, and radiologic technologists. Medical records technicians, systems analysts, database managers and data entry workers will also see job openings from the funding for digitizing health records. And as a relatively new career, health information technology will experience less competition from experienced workers."

Long-term prognosis: Healthcare was a great career choice before the stimulus, and it's even better now. Patient care jobs will show continued strong growth, and the national transition to electronic medical records could make health information technology a hot career for years to come.

The Effects of the Stimulus on Education Costs

Struggling with college costs? Here are three major ways the Recovery Act can help put money in your pocket, as described by Mark Kantrowitz, publisher of financial aid Web sites FastWeb.com and FinAid.org.

1. **The stimulus increases the maximum Pell Grant from $4,731 to $5,350** and new eligibility requirements mean an additional 800,000 students will qualify. The maximum grant will rise to $5,550 next year.
2. **It expands the Hope Scholarship tax credit** for the 2009/2010 tax years, extending it to millions of additional families.
3. It includes **$200 million for federal work-study,** enough for an additional 181,000 recipients.

According to Kantrowitz, financial aid is especially important for community college students. "They are eligible for Pell Grants and Hope Scholarships just like students at four-year institutions. But instead, many of them work full-time while pursuing their education. This limits the amount of time available for studying, and many drop out

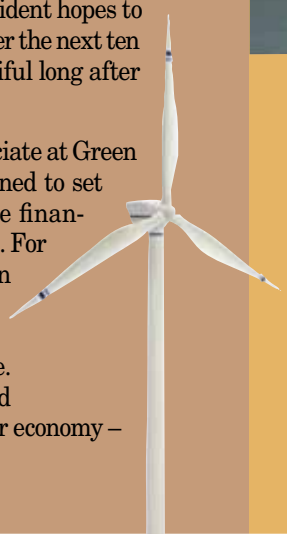
ENERGY AND ENVIRONMENT

The stimulus: $34 billion for smart grid, renewable energy and efficiency projects, $10 billion to lower energy use in federal facilities and public buildings, $5 billion for home weatherization.

Short-term outlook: With over 500,000 new jobs projected in renewable energy development and energy efficiency initiatives, the stimulus will spark a major expansion of the green economy.

Job opportunities will range from manual "green collar" work such as insulation and solar panel installation, to higher level positions in environmental engineering, sustainability consulting, architecture and urban planning.

Long-term prognosis: Oil reserves are dwindling, global warming is increasing, and the president hopes to invest $150 billion in clean energy over the next ten years. So green jobs should be plentiful long after the stimulus is over.



According to Stacy Ho, a policy associate at Green For All, "The Recovery Act is designed to set the foundation for projects that are financially self-sustaining in the long run. For example, if we install solar panels in homes, those panels will have to be maintained and repaired. There's continual work that needs to be done. So we're looking at an economic and environmental transformation of our economy – it's not a short-term thing."

EDUCATION

The stimulus: $39.5 billion to help states avoid teacher layoffs and other education cuts, $13 billion for schools serving disadvantaged children, $12.2 billion for special education.

Short-term outlook: A recent study at the University of Washington estimated that state budget cuts could claim almost 600,000 education jobs over the next three years.

That means much of the stimulus money for education will be spent on preserving existing jobs rather than creating new ones. While that's good news if you're already teaching, it means prospective teachers shouldn't expect a sudden hiring boom. The best way to find a stimulus job in education is to follow the money. Targeted funding should increase demand for special education teachers, teachers serving low-income communities, early childhood educators and teacher performance auditors.

Long-term prognosis: Since cash-strapped states often cut their education budgets, a prolonged recession could lead to job losses after the stimulus spending is over. Even so, teaching has a solid future beyond the current recession.

The Bureau of Labor Statistics characterizes teaching job opportunities from 2006-2016 as "good to excellent," due to the large number of teachers who are expected to retire in this period. Jobs will be plentiful for bilingual teachers, special education teachers, teachers in inner city or rural districts and teachers in high-demand fields like math and science.

GOVERNMENT

Short-term outlook: The Obama administration predicts that only 10 percent of Recovery Act jobs will be in the public sector. But with 3.5 million stimulus jobs projected, that still translates to hundreds of thousands of new government positions.

According to Stewart Liff, author of *Managing Your Government Career,* "It is clear that the government will be hiring an enormous number of people over the next few years. To put things into perspective, the federal government's official job site, usajobs.gov, is currently listing over 47,000 vacant positions."

With so much public money being mobilized, auditors, attorneys and investigators will be in particular demand, as the Inspector Generals offices in government agencies try to reduce fraud and keep tabs on expenditures.

The stimulus will also create positions for a wide variety of professionals, in fields from healthcare to law enforcement. According to Lily Whiteman, career coach and author of *How to Land a Top-Paying Federal Job*, "Federal openings created by the stimulus package include jobs in virtually every profession, and every career level, from interns through executives."

Long-term prognosis: Administrations and budget priorities change and demand driven by the current stimulus may be temporary. But other factors could make government work a promising long-term career path. As the aging federal workforce retires, there will be hundreds of thousands of positions to fill in coming years, over and above stimulus-related hiring. CF

without obtaining a degree. Applying for federal student aid can help them reduce their work hours and graduate. More than 1.5 million community college students would have qualified for a Pell Grant in 2007-08, but did not submit the application."

Students can apply for both the Pell Grant and federal work-study funding at www.fafsa.ed.gov. They can claim the Hope Scholarship tax credit on their 2009 and 2010 federal income tax returns. CF

WCC FlexEd

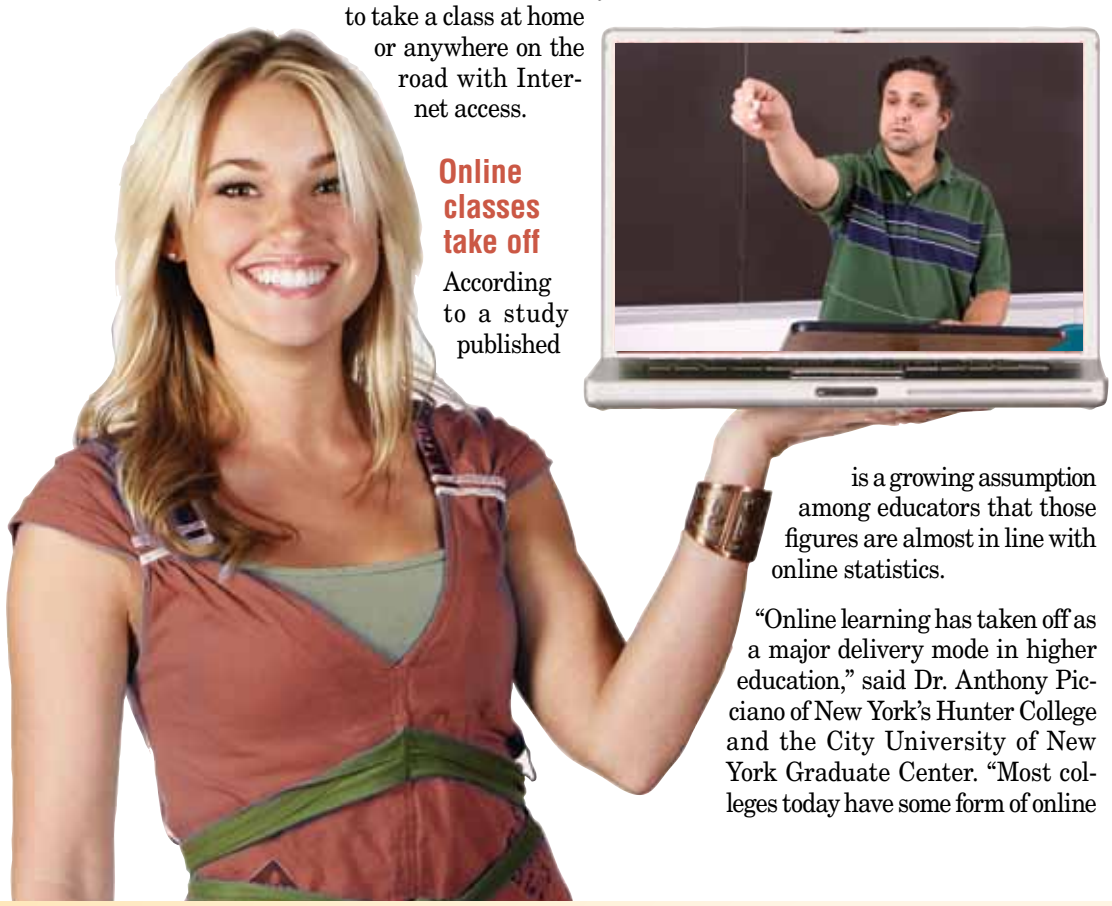
The Truly Portable College Classroom

Learning goes wherever and whenever you want it

By Janet Hawkins

You rarely go anywhere without your cell phone or laptop. You don't hesitate snapping a photo on your cell of friends when they're acting up and e-mailing it to everyone on your Facebook list. You rarely open a dictionary and if you need directions to someplace new you punch in the address on your GPS or Google Maps.

Your day is already infused with the same kind of technology you will find with an online class. Texting, sending attachments and familiarity with the vast network of facts and information you have in your hand are the basic skills you need to take a class at home or anywhere on the road with Internet access.

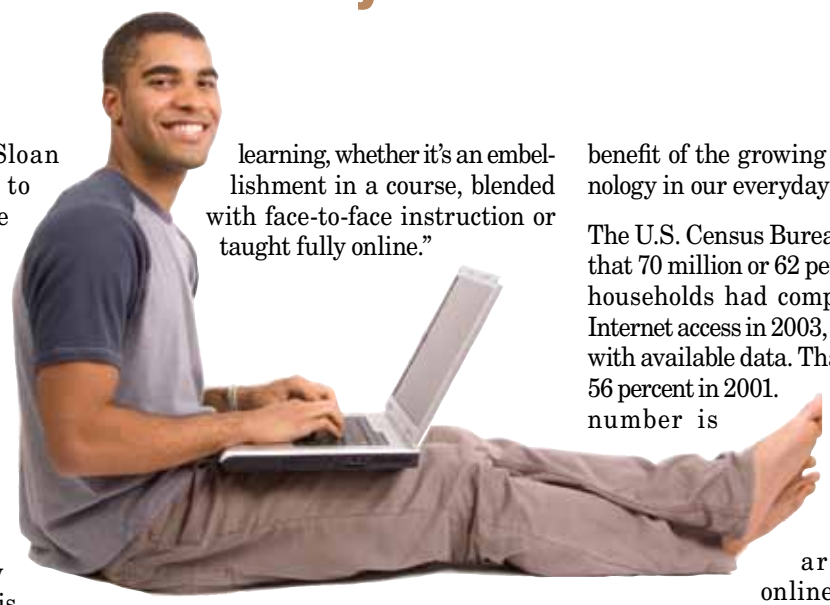


Online classes take off

According to a study published recently by The Sloan Consortium, close to four million college students took an online course in fall 2007, a 12.9 percent increase over the previous year.

Enrollment data for blended or hybrid courses, which meet face-to-face some days and online for others, is not as easy to pin down. That is because many classes are not identified as blended. However, there is a growing assumption among educators that those figures are almost in line with online statistics.

"Online learning has taken off as a major delivery mode in higher education," said Dr. Anthony Picciano of New York's Hunter College and the City University of New York Graduate Center. "Most colleges today have some form of online learning, whether it's an embellishment in a course, blended with face-to-face instruction or taught fully online."



Make your own schedule

Online courses make it possible for students to work together and to communicate with each other even when it's hard to find a common time to meet outside of class. This is especially important for a commuting college student.

"They [students] usually are employed, are going to school and in many cases are taking care of families, so the logistics of getting together for a group project are difficult," Picciano explains.

"Meeting for a class at night or on Saturday morning is another imposition on their time. Online learning provides access to higher education from home or a place of business. It's a real convenience to students entering programs as well as completing them."

Electronically engaged

The opportunity to learn from home or anywhere with online access is a benefit of the growing use of technology in our everyday lives.

The U.S. Census Bureau estimates that 70 million or 62 percent of U.S. households had computers with Internet access in 2003, the last year with available data. That is up from 56 percent in 2001. Today that number is likely to be closer to 70 percent.

"Students are already online for everything and expect an online challenge even in a traditional classroom," said Jim Egan, dean of Distance Learning at Washtenaw Community College. "They walk into class with their laptops and their cell phones and they're on both simultaneously while they also talk to their neighbor before class begins.

"We need to engage them with the world they live in; and they're the ones showing us where the new world will be.

"The tools we're learning now to deliver online instruction may be of necessity for that format, but they're very good applications for face-to-face classes as well," explains Egan. "Students and faculty can share all their information without bringing paper back and forth to class. It's one long online trail that never has to be printed. It's a very green approach to learning." **CF**

WCC FlexEd
Your life, your college

Online or Blended–What's in a Name?

FlexEd, online, blended, COD, mixed mode—there are a lot of different terms associated with the distance learning programs at WCC. What do they all mean?

FlexEd

FlexEd serves as an umbrella term at WCC that combines several areas of the college and includes College on Demand (COD) courses, blended courses and weekend courses.

"The term FlexEd is meant to impress upon people that WCC provides an array of learning formats to suit their busy lives," explains Distance Learning Dean Jim Egan.

COLLEGE on DEMAND
DISTANCE LEARNING@WCC

College on Demand (COD)

COD courses are offered entirely online and consist of video lectures and online interaction among students and instructor but no face-to-face meetings.

To be successful in online courses students must be comfortable using e-mail, opening and attaching documents, watching video lectures and managing their time well. Students should be self-motivated learners and disciplined enough to meet assignment deadlines.

The Fall 2009 semester offers 36 COD courses in subjects as diverse as African-American literature and weather. COD courses are listed in the schedule both by subject and under WCC FlexEd: College on Demand listings.

Blended classes

Blended courses combine online and face-to-face learning. Students generally meet on campus about half as often as they would in a traditional class and complete the rest of their work online.

As with COD courses, students must be comfortable opening and attaching documents and using e-mail. This format gives students unfamiliar with online learning an opportunity to get used to the technology and the responsibility of meeting deadlines online.

This fall, WCC offers nine blended courses in subjects as diverse as Nursing in the Childbearing Years and Fundamentals of Speaking. Blended courses are listed in the schedule both by subject and under WCC FlexEd: College on Demand listings.

Some students may remember that Blended courses were originally designated Mixed Mode (MM) class code in the WCC time schedule. Students transferring from other colleges may be more familiar with something called a hybrid course. Hybrid is just another name for Blended classes.

Weekend classes

Weekend classes are a convenient choice for students who are occupied during the week with family or a job. WCC continues to expand its schedule of offerings of on-campus courses on the weekends.

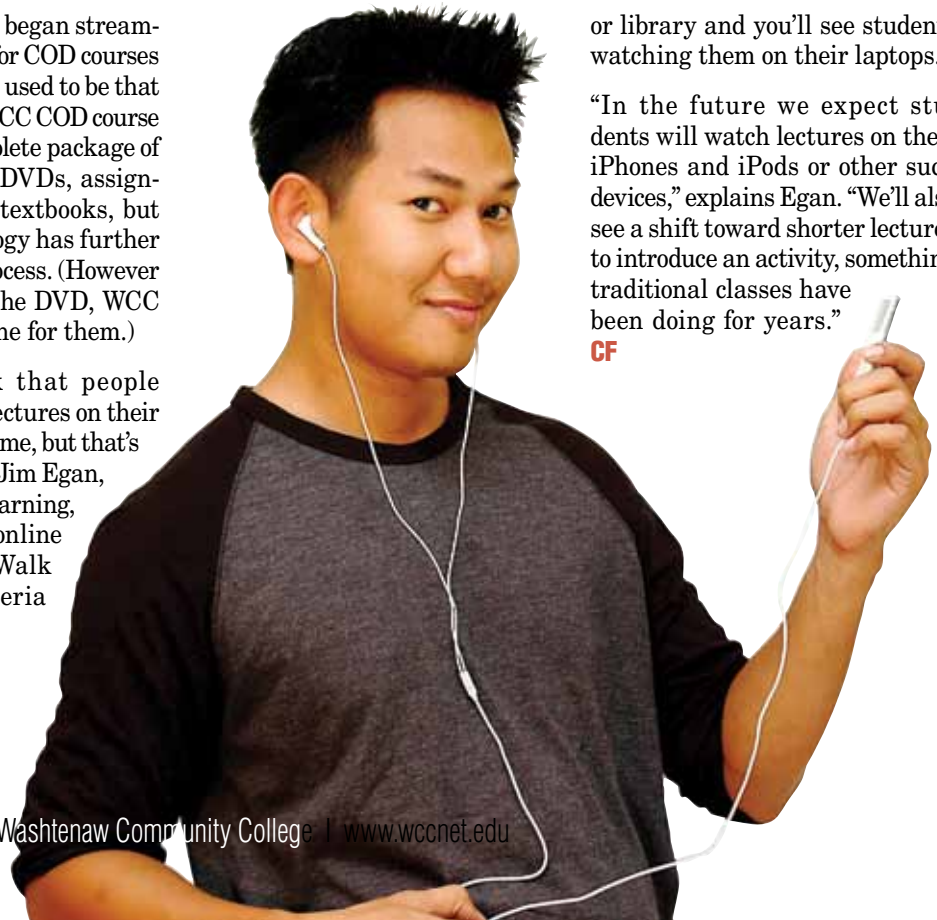
Weekend classes allow students to continue their education without putting a strain on an already packed Monday through Friday schedule. Classes are listed in the schedule both by subject and under WCC FlexEd: Weekend Classes listings.

College in the Palm of Your Hand

This summer WCC began streaming all the lectures for COD courses over the Internet. It used to be that students taking a WCC COD course were mailed a complete package of materials such as DVDs, assignment binders and textbooks, but now better technology has further streamlined the process. (However if students prefer the DVD, WCC will still prepare one for them.)

"I used to think that people watched my DVD lectures on their big screen TVs at home, but that's not the case," said Jim Egan, dean of Distance Learning, who taught math online for many years. "Walk through the cafeteria or library and you'll see students watching them on their laptops.

"In the future we expect students will watch lectures on their iPhones and iPods or other such devices," explains Egan. "We'll also see a shift toward shorter lectures to introduce an activity, something traditional classes have been doing for years." CF



Spotlight on Faculty

Cheryl Byrne

Teaching online and blended courses at WCC was an opportunity former corporate executive Cheryl Byrne couldn't pass up.

Years of attending training seminars had imbued her with enthusiasm for a variety of interactive learning methods. So when given the opportunity to develop an online business communication course for WCC dental assisting students she jumped at the chance.

"My first online teaching experience was team teaching with another business instructor," recalls Byrne. "Then I was asked to develop the online communication course for dental students. Since I already had course materials that I could use as a foundation, I was one of the first to include a blended course option for my business class when it was introduced at the college."

Though Byrne won't meet face-to-face with her online students, and only every other class period with her blended students, it doesn't prevent her from communicating regularly with them.

"There's a welcome letter to my students the first day of class when they log on." explains Byrne. "I post announcements once or twice a week, which is how I communicate with everyone. I also communicate through individual messages or e-mails, and through the personal feedback I give on assignments. Student-to-student communication happens through e-mail or participation in the cyber café.

"Each graded activity receives e-mail feedback from me, whether it's a formal assignment or a required comment on the discussion board," adds Byrne. "I try to give positive and constructive comments on everything that's graded."

This fall, Byrne is teaching a new online business course called Creating the Customer Experience.

"It's more inclusive than customer service, which is part of the course. It's all about what the customer feels when they interact with a company–every time they interact with a company," Byrne explains. "It's how you design the experience and how you deliver it. It's a matter of shaping the expectations of the customer and making sure you meet those expectations in everything that you do."

To find out more about the class, Creating the Customer Experience, see www.wccnet.edu/academicinfo/creditofferings/takingclasses/schedule and click Business Management. CF

JH

Feature

Too Much Information

Multitaskers work more and accomplish less

By Laura Lyjak Crawford

s the technology at your fingertips making you more efficient, or is it just making it easier for you to waste time?

Tom is a 22-year-old software support technician who spends his workday answering questions and troubleshooting the problems from users of his company's software. "When clients call in with a problem, I'm focused and involved," he says. It's when the help desk traffic is slow and he turns to less demanding work that he gets distracted and starts to multitask.

"My Web browser is always open so I'll check out a few of my favorite sites, then I'll check my e-mail and reply to a few. And if I see a friend has sent an instant message I'll feel like I should answer that. It's really easy to get distracted. I'll start by reading one little thing and I'm off on a tangent," he says. "Then I'll look up and see that half an hour has passed.

"I realize that if I'd just focus on the task in front of me, I'd finish sooner and could move on to another project, but if I have an unopened e-mail, it just nags at me."

Tom certainly isn't the only person who can't resist the lure of digital distraction. A 2008 Pew Research survey of workers who use the Internet and e-mail found that 37 percent check their e-mail constantly and 27 percent use the Internet constantly. About 20 percent IM friends and family while at work, 22 percent have bought something online while at work, and 33 percent have read someone else's blog while at work.

More significantly, 38 percent say that the Internet, e-mail, cell phones and instant messaging have made it harder for them to focus at work. And a 2008 survey by Salary.com found that Internet use topped the list of ways workers admit to wasting time at work.

Whether electronic intrusions are work-related demands or simply distractions, they're making a lot of people feel busy but not productive.

Always busy

Dr. Edward Hallowell, the author of *CrazyBusy: Overstretched, Overbooked*, and *About to Snap!,* has given this condition a name: Attention Deficit Trait. While true ADD or attention deficit disorder is a medical condition, attention deficit trait is an impaired ability to concentrate induced by the endless distractions of technology and multitasking. He also calls it frazzling or F-state – a constant state of agitation and distraction.

"Multitasking creates the illusion that we're getting more done," Hallowell says. "But we really can't pay simultaneous attention to two demanding tasks. It diminishes the quality of work on both."

And you're fooling yourself if you claim to be multitasking. Recently research incorporating MRI images of the brain have shown that human beings can't really do more than one thing at a time. What we're actually doing when we multitask is quickly switching our attention from one task to another and back again. This switching also takes time and energy, and makes us less effective at each of the activities.

"Multitasking creates the illusion that we're getting more done," Hallowell says. "But we really can't pay simultaneous attention to two demanding tasks. It diminishes the quality of work on both."

Take back control

"One of the reasons we like to multitask is that it's fun," says Hallowell, "It makes boring tasks more interesting."

But peace and quiet are what's necessary for productive, creative work. "Most people will tell you they do their best thinking in the shower or while driving or some other isolated place," points out Hallowell.

Connected or Strangled?

Find out if technology is destroying your productivity

Resisting the urge to multitask can create the necessary environment for more productive work and less stress. Prioritizing is the first step. "It's fine to be busy, but it's not good to live in F-state," he says. "You should spend your time doing what you're good at and what others pay you to do–and learn to say no to the other stuff."

It's a matter of learning new habits, he says. Limit your access to e-mail; shut off the Internet browser when you're doing other tasks; set aside your most productive time of day to do your most important work, he recommends.

Tom discovered some of these strategies on his own. "I've started doing things like closing my e-mail account or turning off the chat feature so I'm not always tempted to look at them," he says.

The reward, says Hallowell, is less stress, higher quality of work and more satisfaction. And probably better health and better relationships, he adds.

"Electronic technology really can be a wonderful blessing," he adds, "as long as you're in charge of it, and it's not in charge of you." CF

Do you have a healthy relationship with your technological tools or are you an electronic addict?

Is your workday filled with computer-based interruptions and distractions? When a deadline looms do meetings and e-obligations prevent you from concentrating on your real work? When work is boring, are you too easily distracted by the little time-killers on your computer?

Take this quiz to see if it's you or your electronic tools calling the shots.

1. How often do you check e-mail during the day?

- a. I set aside specific times once or twice a day to look at and respond to e-mail ☐
- b. Always. As soon as I see a message pop up, I'm on it ☐
- c. I check in about four times a day ☐

2. How often do you check your Facebook/ My Space/LinkedIn page at work?

- a. Never ☐
- b. No more than once or twice a day, if that ☐
- c. I leave it open on my screen so I can monitor what's going on ☐

3. How many Web sites do you visit on an average workday?

- a. No more than five and only if they're work related ☐
- b. I leave a Web browser open while I work and if something pops into my head I'll Google it and see what looks interesting ☐
- c. Six to ten and most of those are work related ☐

4.How many texts or instant messages do you send and receive each day?

- a. Maybe as many as five–it's so much easier than a phone call ☐
- b. I lost count. It's such an easy way to stay constantly in touch with friends and colleagues throughout the day ☐
- c. Never at work ☐

5. How many phone calls do you make and receive on an average day?

- a. Five or ten. I call when I need an answer right away ☐
- b. No more than five–I just don't have that much to communicate ☐
- c. Ten or more. If it's urgent I'll e-mail or text too ☐

6. How often do you miss deadlines because you just can't find enough hours in the day to complete your work?

- a. Rarely. When a deadline is looming I find quiet time to focus ☐
- b. Sometimes. There is so much going on, it's hard to find quiet time to work ☐
- c. Often. With all the distractions, the meetings and the constant chatter, there is never time to really concentrate ☐

7. On average how many meetings do you attend per day?

- a. When am I NOT in meetings is a better question ☐
- b. At least three ☐
- c. Never more than one or two ☐

8. What percent of your workday is spent on tasks rather than communication (e-mail, phone, meetings)?

- a. Maybe 10 minutes ☐
- b. I'd say at least 80 percent ☐
- c. Around 50 percent ☐

9. How long can you concentrate on a task before your attention begins to wander?

- a. Maybe 10 minutes ☐
- b. A long time. Sometimes I look up and realize hours have passed while I was lost in my work ☐
- c. I feel good if I can focus for an hour at a time ☐

10. How often do you feel satisfied that you've completed what you set out to do in a workday?

- a. Just about every day ☐
- b. Most days ☐
- c. Rarely ☐

Give yourself the following number of points for each answer

1.	A – 1 B – 3 C – 2	**6.**	A – 1 B – 2 C – 3
2.	A – 1 B – 2 C – 3	**7.**	A - 3 B – 2 C – 1
3.	A – 1 B – 3 C - 2	**8.**	A – 3 B – 1 C – 2
4.	A – 2 B – 3 C – 1	**9.**	A – 3 B – 1 C – 2
5.	A – 2 B – 1 C – 3	**10.**	A – 1 B – 2 C – 3

10 – 13 points

You're in control of the technology in your life. If it begins to get invasive, you know how to say no to the temptation of over-connection.

14 – 21

Technology and other demands and distractions are beginning to interfere with your productivity. Think about how you can set boundaries and take back control over your work time

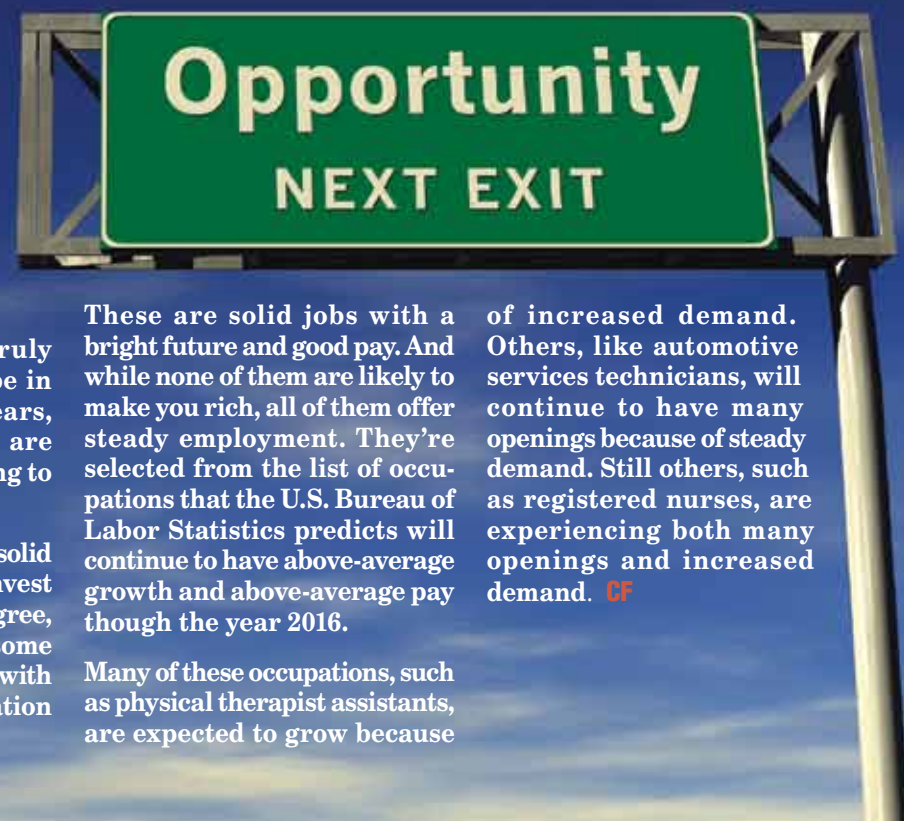
22 – 30

You've let other people and technology take over your workday. Either you're bored with your job or you're way too busy. You need to learn to prioritize your time and learn how to focus on productive work again. CF

WCC Programs

Good Jobs Now

You'll find plenty of opportunities with two-year degrees



By Laura Lyjak Crawford

Job security. Those are the magic words for many people looking for a new career in today's unpredictable economy. Why would you train for a profession today, if you're not sure a job will be there tomorrow?

And while no one can truly predict which jobs will be in demand in two or ten years, (finance, anyone?) there are plenty of people still willing to make an educated guess.

If you're looking for a good solid career, but don't want to invest four years into a college degree, we've assembled a list of some of the best bets for a career with two years or less of education beyond high school.

These are solid jobs with a bright future and good pay. And while none of them are likely to make you rich, all of them offer steady employment. They're selected from the list of occupations that the U.S. Bureau of Labor Statistics predicts will continue to have above-average growth and above-average pay though the year 2016.

Many of these occupations, such as physical therapist assistants, are expected to grow because of increased demand. Others, like automotive services technicians, will continue to have many openings because of steady demand. Still others, such as registered nurses, are experiencing both many openings and increased demand. CF

Josh Baumer

Computer Networking Professional

What Josh Baumer likes best about his new job as a network administrator is the puzzle solving. "I enjoy the process of going through all the possible solutions when I'm helping a client with a problem," he says. "In general I just enjoy helping people work better with technology."

"I just enjoy helping people work better with technology."

And he adds, "The other thing I like is that I can work anywhere I have a laptop and an Internet connection. With a couple clicks it's just like I'm sitting in my office."

When Baumer graduated from WCC in December 2008 with a Computer Networking Associate's degree, he'd already begun his job with Schumaker & Company, a management and IT consulting agency in Ann Arbor.

At the age of 30, Baumer is beginning a second career after working in his family's masonry business for many years. "I knew technology was a growing field and I knew I enjoyed it," he says.

He looked at other IT programs before deciding on WCC. He heard from several employers that one of the other programs he was considering created book-smart graduates without good hand-on skills. The many hands-on labs at WCC convinced him it was the right place for him, "I wouldn't be able to do half the things I'm doing at work without them," he says.

It was these demanding labs created by WCC instructor Bill Reichert that honed his skills. "I took as many classes with him as I could," says Baumer. "He's constantly in the forefront of change. A new software product comes out one day and it's in the lab the next."

Change is one of the reasons Baumer loves his job too. He loves getting the new software before anyone else even sees it. He looks forward to adding new certifications and developing his skills further. "I can see staying in this job a long time and learning more and more," he says. "Eventually I'd like to become a consultant to other consultants like me." CF

LLC

Lauri Procassini

Physical Therapist Assistant

"I'm a caregiver at heart," says Lauri Procassini about her decision to become a physical therapist assistant. As a single mom with two teenagers, she was in search of a new career. She'd been working as a massage therapist, taking general education courses at WCC and was on the waiting list for the nursing program when she learned about the new Physical Therapist Assistant Associate Degree program at WCC.

She graduated this May with WCC's first class of PTAs, and immediately began a new job. She'd interviewed for four positions, had two job offers and decided that the physical therapy department at the University of Michigan Health Systems was the right fit for her. "I did my research before I enrolled in the program so I knew there were job opportunities out there," she says.

Now a month into her new job, she's working with post-surgery inpatients, and soon she'll make rotations through different physical therapy teams, such as burn, cardiovascular and other specializations.

PTAs work in conjunction with a physical therapist she explains. "The physical therapist does the initial evaluation and creates a plan for the patient and as a PTA, I work with the patient to carry it out."

"It's important to give back"

"A big part of my job is encouraging patients," she says. "I help patients get moving again after surgery. I help them with their functional mobility, walking, stairs, car transfers and exercises for range of motion and strength training– things we all take for granted until we can't do them."

Her education at WCC prepared her for more than just a job she says. "I learned to be more of a planner and to look down the road." At the end of her program she was required to create a five-year career plan, to think about goals and to decide what kinds of additional certifications she'd like to acquire.

"Now that I have my education and a career objective, I realize that it's very important to give back to the community that helped me achieve so much," she says. "I know that there will be opportunities to mentor, and I plan to stay connected to WCC's PTA program to help build upon something so new and exciting in this community." **CF**

LLC

GOOD JOBS NOW

Looking for the next step in your education? Maybe there's a good fit for you in this U.S. Bureau of Labor Statistics list of jobs with above-average growth and above-average pay.

	Median wage	Number of new openings
Advertising Sales Agents	$42,750	35,000
Education: Large employers prefer a college degree. Smaller companies are more willing to hire with a high school degree. Courses in marketing, leadership, communication, business and advertising are helpful. **Related WCC program:** WCC Business Sales and Marketing Certificate.		
Automotive Body and Related Repairers	$35,180	26,000
Education: Six-month to two-year programs in collision repair at community colleges, trade and technical schools. **Related WCC program:** WCC Auto Body Repair/Custom Cars and Concepts programs.		
Automotive Service Technicians	$33,780	110,000
Education: Six-month to two-year programs in automotive services at community colleges, trade and technical schools. **Related WCC program:** WCC Automotive Services Programs.		
Bus and Truck Mechanics	$37,660	32,000
Education: Six-month to two-year programs in diesel engine repair at community colleges, trade and technical schools.		
Computer Support Specialists	$41,470	71,000
Education: A college degree is required for some computer support specialist positions, but certification and relevant experience may be sufficient for others. **Related WCC program:** Various programs in WCC School of Information Technology.		
Construction and Building Inspectors	$46,570	20,000
Education: A two-year degree with courses in building inspection, home inspection, construction technology, drafting and mathematics or a certificate or associate degree in building inspection technology. **Related WCC program:** WCC Residential Construction Program.		
Dental Hygienists	$62,800	50,000
Education: A minimum of an associate degree or certificate in dental hygiene is required for practice in a private dental office.		
Executive Secretaries and Administrative Assistants	$37,240	239,000
Education: One and two-year programs in office administration at technical schools and community colleges. Employers of executive secretaries increasingly are seeking candidates with a college degree. **Related WCC program:** WCC Administrative Assistant Technology Associate Degree.		
Firefighters	$41,190	35,000
Education: Community college courses, or an associate's degree in fire science will improve an applicant's chances for a job.		

Continued on page 12

	Median wage	Number of new openings
Licensed Practical and Vocational Nurses	$36,550	105,000
Education: One-year training programs offered by technical schools or community colleges.		
Massage Therapists	$33,400	24,000
Education: Training standards and requirements for massage therapists vary greatly.		
Medical and Clinical Lab Technicians	$32,840	23,000
Education: An associates degree or certificate concentrating in medical technology or in one of the life sciences.		
Related WCC program: WCC Associate in Math and Natural Science		
Paralegal and Legal Assistants	$43,040	53,000
Education: An associate's degree in paralegal studies, or a bachelor's degree coupled with a certificate in paralegal studies.		
Plumbers, Pipefitters and Steamfitters	$42,770	53,000
Education: Training from technical schools and community colleges and formal apprenticeship programs.		
Related WCC program: Journeyman and apprenticeship training through joint WCC/United Association of Plumbers and Pipefitters Union programs.		
Police and Sheriff's Patrol Officers	$47,460	70,000
Education: Police academies and community college and university programs in law enforcement or administration of justice.		
Related WCC program: WCC Police Academy.		
Physical Therapist Assistants	$41,360	20,000
Education: An associate's degree from an accredited physical therapist assistant program.		
Related WCC program: WCC Physical Therapist Assistant Associate in Applied Science.		
Radiologic Technologists and Technicians	$48,170	30,000
Education: Certificate, associate's degree, or bachelor's degree in radiology. Two-year associate's degree programs are most prevalent.		
Related WCC program: WCC Radiography Associate in Applied Science.		
Registered Nurses	$57,280	587,000
Education: An associate's degree or bachelor's degree program.		
Related WCC program: WCC Registered Nursing, Associate in Applied Science.		
Respiratory Therapists	$47,420	23,000
Education: A limited number of associate's degree programs lead to jobs as entry-level respiratory therapists.		
Sales Representatives *(wholesale manufacturing technical and scientific products)*	$64,440	51,000
Education: Levels of education vary, although a bachelor's degree can be highly desirable. Seminars in sales techniques, courses in marketing, economics, communication, or foreign language can provide the extra edge needed to make sales.		
Related WCC program: WCC Business Sales and Marketing Certificate.		
Surgical Technologists	$36,080	21,000
Education: Nine month to two-year programs that lead to a certificate, diploma, or an associate's degree.		
Truck Drivers	$35,040	193,000
Education: Private and public vocational-technical schools offer tractor-trailer driver training programs.		

Colby McLaughlin

Auto Body Technician

Although Colby McLaughlin knew that auto body repair was the kind of career he could count on, that sure wasn't what drew him to it. It was the paint–the shiny, fussy, shimmery finish he meticulously worked to a smooth polish. His love of cars was inspired by his father who restored a '67 Camero when McLaughlin was growing up. "A completed paint job on a custom car is a work of art. I started out thinking I'd be a mechanic but realized I didn't have a passion for it. But when I tried painting I loved it," he says.

"When I tried auto painting I loved it"

At 21, McLaughlin has already been in the custom car business for three years. He graduated from WCC Auto Body Repair program with an associate's degree at the age of 18 through the Washtenaw Technical Middle College, a charter school on the WCC campus that combines high school and college education.

His job today is one that any car nut would envy: At Special Projects, a custom body facility in Plymouth, Mich., he's part of a team that creates custom concept cars for automakers such as Chrysler and Ford to display at national auto shows.

And yes, business is down these days as the auto companies struggle with declining sales and bankruptcies. But when McLaughlin isn't working 90-hour weeks to prepare for the auto shows, he's growing his two businesses restoring and customizing vehicles and detailing cars.

These businesses are Cheezy Graphix Custom Auto Painting (Colby–get it–was nicknamed Cheese as a kid) and CM's Deluxe Detailing. "The painting is my passion but the detailing is just good business," he says. One valuable lesson he learned from instructor Gary Sobbry, the force behind the WCC Custom Cars and Concepts program, is that to be successful he must think like a business owner, not just like a painter.

McLaughlin recently completed a custom paint job on 1960 Austin Healy in candy apple red and he's got a motorcycle project coming in next. "With the popularity of TV shows like *Rides* and *Overhaulin'* there is a huge interest in custom cars," he says. "It's still booming." **CF**

LLC

FLEX YOUR WORK

How to save your sanity and beat the recession

By Joan M. Rehlin

You've heard the terms before—telecommuting, job sharing, goal-oriented, flextime, compressed work–all part of a growing trend known as flexible work scheduling or flex work, which creates a much-needed balance between life and work.

While it's true that flex work could save your sanity, it just might recession-proof your job, too… a great perk, nowadays.

Seeking balance

But first, about your sanity: By encouraging a greater balance between job- and home-related responsibilities, flex work enables people to reduce tension and gain control of their lives. Regardless of the nonwork activity–caring for a sick relative, watching a kid's soccer game, volunteering in the community or finishing that college degree–everyone thrives when a good work/life balance exists.

Flexible scheduling can significantly impact the bottom line. In fact, research shows that employees tend to work about 20 percent harder if the work/life balance is improved.

Employers are also recognizing job flexibility as a powerful management tool. No matter if the work is done off-hours or off-site (away from the boss's watchful eyes), flexible scheduling can significantly impact the bottom line. In fact, research shows that employees tend to work about 20 percent harder if the work/life balance is improved.

One type of flex-work arrangement, called Results-Only Work Environment (ROWE), has several dedicated followers including Best Buy. Companies that have implemented ROWE agree this type of work encourages an atmosphere of cooperation and freedom to pursue even higher performance levels.

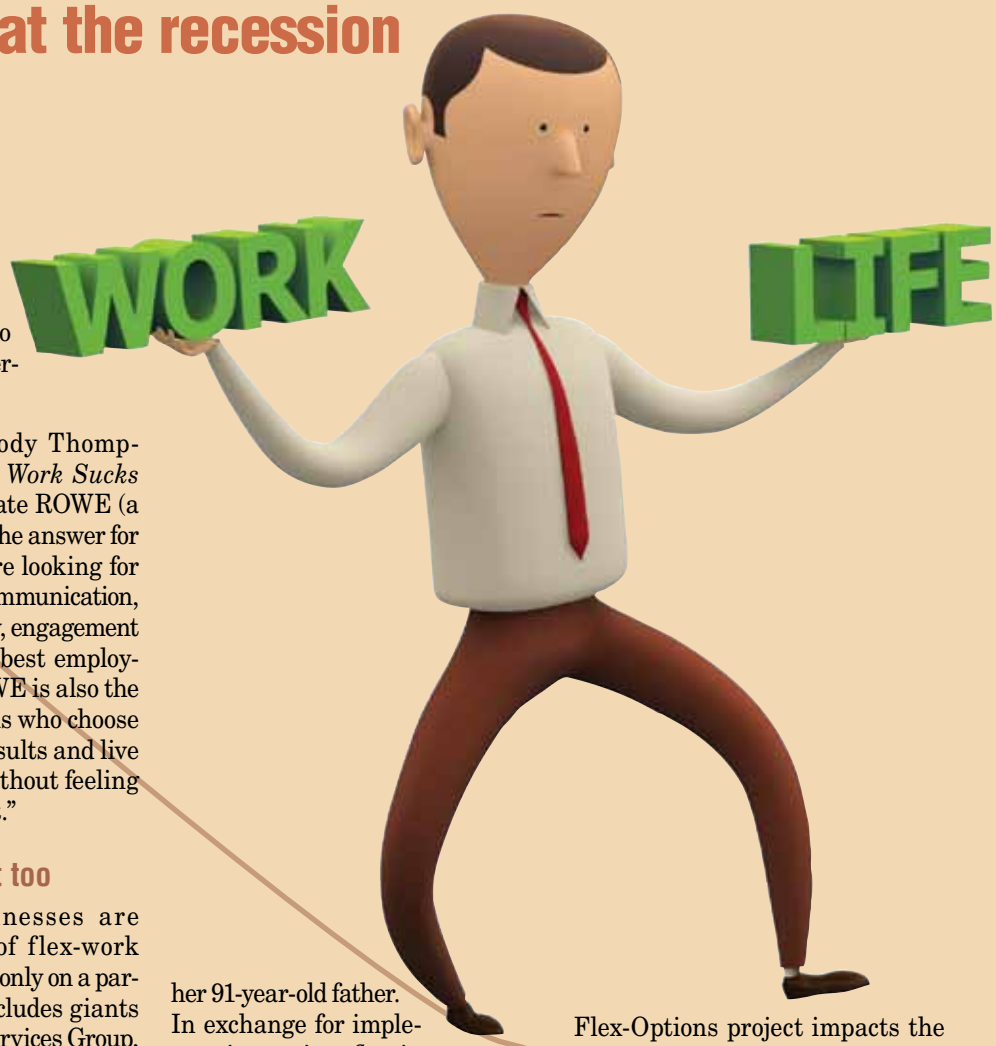
Cali Ressler and Jody Thompson, authors of *Why Work Sucks and How to Fix It*, state ROWE (a term they coined) is "the answer for organizations that are looking for efficient 24/7 global communication, increased productivity, engagement and retention of the best employees." In addition, ROWE is also the answer for individuals who choose to "produce stellar results and live the life they want, without feeling guilty or stressed out."

Employers benefit too

Increasingly, businesses are offering a variety of flex-work arrangements, even if only on a partial basis. The list includes giants like PNC Financial Services Group, professional services firms PricewaterhouseCoopers and KPMG and computer and software manufacturer Sun Microsystems. Among the numerous job fields that lend themselves to flexible scheduling are marketing, HR, legal, finance, health care, sales, engineering, accounting, education and IT.

Google, is one example of a corporation that has created "a positive work environment for its employees by letting their local offices adopt procedures that work best for each team," indicates Jake Parrillo, national spokesperson for Google, Inc. They encourage individual flexibility within their collaborative team framework, which generates positive results for the company and employees.

At SMZ Advertising in Troy, Mich., Juanita Hursey arrives and leaves early. "I commute a long distance, so rearranging my hours lets me avoid rush-hour traffic." Besides allowing her to spend less time on the road and more on the job, flex work also provides time to check on her 91-year-old father. In exchange for implementing various flextime and compressed schedules, SMZ gains hard-working dedicated employees.



How work is changing

"Offering a job flexibility program is becoming a business necessity," states Nancy Chen, regional administrator, Chicago, for U.S. Department of Labor (DOL) Women's Bureau. Initiated in the early 1980s to improve workplace conditions for wage-earning mothers, now almost 30 percent of all full-time workers have flexible schedules. Along with helping companies attract top employees, flex work can promote efficient use of expensive office space and equipment, and reduce turnover and absenteeism.

Launched by the DOL Women's Bureau in 2003, Flex-Options offers a wide range of employer support to implement flexible work practices. According to Camarrah Morgan, Flex-Options Michigan coordinator and Child Care Network director of finance and human resources, "The Flex-Options project impacts the workplace by increasing employees' commitment and morale." With 10 regional offices, Flex-Option provides strategies and advice for organizations implementing flexible working arrangements. To find out about more, steer your boss to www.flexoptions.org.

Now, about that recession-beating job perk, mentioned earlier. Everyone knows how gloomy the employment forecast has been… but look closer and you'll see a silver lining. Flex work can result in more profits for employers. More profits can equal more job options for employees, as well as for students worried about getting hired after graduating. Especially important during tough economic times, flex work can create more opportunities for everyone.

In case you'd like one more reason to justify flex work: By expanding the boundaries around when/where we work, flexible work options decrease traffic congestion and carbon footprints, helping Mother Nature achieve a better balance, too! CF

WCC Programs

Yesterday's News, Tomorrow's New Media

Yes, media is changing but jobs still look good

By Eleanor Shelton

The way we communicate has changed; there's no doubt about it. Jason Bolton, a 27-year old graphic designer, is a perfect example. Every day he checks for dozens of alerts on his iPhone and computer.

"I subscribe to different blogs – Fox Sports Network, Apple Movies, music sites, design sites for work, and I get CNN news updates every 30 minutes. This is information that interests me," he says. He also has a presence on Facebook, MySpace and Twitter. So many people follow his blogs about TV shows that representatives from NBC asked him to promote the season premier of *Heroes*.

"We've left the mass communications age, and entered the age of personal communications," says Matt Friedman, partner at Tanner Friedman, a public relations and communications firm in Farmington Hills, Mich. "There used to be a few media outlets and we all got our information from the same places, consumed the same way. Now we want what we want when we want it. We don't want to wait for 11 o'clock to get the news."

"A lot of newspapers are closing, newsrooms shrinking, but news still happens and we still need reporters. There is a greater emphasis on good writing and different kinds of writing. Reporters have to know how to write for the Web, HTML, use a digital voice recorder and digital video camera."

Make way for new media

And we don't want to depend on the television to get that news. Now we can get all the information we want from hand-held devices like cell phones and personal digital assistants. And we don't necessarily want to read long paragraphs of text either; we want to see it, hear it and experience it.

If you're preparing for a career in broadcast media or journalism this means you're going to need a much broader set of skills than workers did 10 or 20 years ago.

More than writing

Friedman remembers his days as a TV news producer. "You used to pick a track, such as producer, camera operator or on-air reporter. Now if you want to go into TV you need to be able to do all of those jobs. You have to be flexible if you want to make TV your career."

Newspapers, however, may be experiencing the biggest change. As print newspapers disappear, publishers are learning how to engage more readers online. Mark Smith, 25, the Web site editor for the *Detroit Free Press* says, "All of our content has been going online since 1996. It's a Web-first newsroom. We have multiple platforms to get our readers the news they want: text message alerts, over 20 customized e-mail newsletters, blogs, mobile Web sites. Now even copy editors need to know the Web."

News you can use

Print journalists are playing catch up as they watch their industry go through contractions. Gone are the days of relying on formal, in-depth articles that may take weeks or months of investigating, cultivating sources and pounding the pavement to deliver. They still exist but in today's Web-centered news environment, reporters have to juggle writing for print, producing videos, writing for the Web and managing a blog. And do it all immediately, otherwise the readers will find their news somewhere else.

"There is a lot of hand wringing in our business," says Keith Gave a long-time journalist who has written for *The Detroit Free Press*, *Dallas Morning News* and the *Associated Press* among others, and who now is the advisor of the student newspaper at Washtenaw Community College, the *Washtenaw Voice*. "A lot of newspapers are closing, newsrooms shrinking, but news still happens and we still need reporters. There is a greater emphasis on good writing and different kinds of writing. Reporters have to know how to

Jobs in Media and Communications

If you're considering a career in broadcast or communications, here's what the U.S. Bureau of Labor Statistics predicts through the year 2016.

Radio and TV Announcers
- Total job openings–4,000
- Percent change–2 percent decline
- Median hourly wage–$11.69

Reporters and Correspondents
- Total job openings–19,000
- Percent increase–1.2 percent
- Median annual salary–$33,470

Public Relations Specialists
- Total job openings–105,000
- Percent increase–9.7 percent
- Median annual salary–$47,350

Technical Writers
- Total job openings–24,000
- Percent increase–19.5 percent
- Median annual salary–$52,140

Writers and Authors
- Total job openings–42,000
- Percent increase–12.8 percent
- Median annual salary –$48,640

write for the Web, HTML, use a digital voice recorder and digital video camera. Reporters do a lot more than what I had to do."

This new media hasn't left broadcasting unscathed. With the popularity of social media sites like MySpace and Facebook, the lines between radio, artist and listener are more personal.

Stephanie Hamilton is a broadcast student at WCC. She has her own Internet radio program Thursdays at 1 p.m on WCC's Orchard Radio. "Through the Internet, especially on my MySpace page, I can connect with so many different bands. No way I could have done that a few years ago. As I'm doing my show I get instant messages from listeners and I can link back immediately to bands' Web sites. I feel way more accountable to my listeners now."

Change is good

While it may seem like a scary time to dip a toe in the communications pond, students shouldn't be discouraged from following their interests in journalism, writing and broadcast media. According to the U.S. Bureau of Labor Statistics, media and communications occupations are expected to remain healthy in the coming years. While job opportunities for radio and TV announcers will likely get tighter, and reporters and correspondents will experience slow growth, other communication occupations such as writers and authors, public relations specialists and technical writers can expect plenty of opportunities.

"Communications is a fabulous career if you are willing to open your mind and adapt," advises Friedman. "It is fulfilling, rewarding and always interesting." **CF**

Professional Communication at WCC

WCC's School of Professional Communications prepare students to enter the fields of journalism, broadcast arts and technical writing.

"Many students are interested in English and communications but don't necessarily understand where the jobs are. The School of Professional Communication offers a pragmatic approach by preparing them either for entrance to the job market or transfer to a four-year program with a strong foundation in their chosen area," says Bill Abernethy, dean of Humanities and Social Science at WCC.

Technical Writing

In this program students explore the technical writing process in detail and develop skills in audience analysis, project management, technical writing and editing, document design and usability testing. WCC offers both a certificate and an associate's degree in technical writing.

The certificate is ideal for both career changers and first-time professionals. The associate's degree in technical writing is designed for transfer to a four-year university.

Graduates can start a new career as a technical writer or apply their writing skills in professions such as engineering, management or information technology.

Journalism

The associate's degree in journalism provides students with a solid foundation of skills. Incorporating today's media needs with traditional writing techniques, this program focuses on research methods, news and feature writing, new media and lets the student choose between studying graphic design or photography to round out their experience.

Students also have the opportunity to work as paid reporters for *The Washtenaw Voice*, WCC's student-run newspaper, and get real-world journalism experience. The program prepares students to transfer to a four-year institution and major in journalism.

Broadcast Arts

With a combination of in-depth class work and hands-on real world experience, the associate's degree in broadcast arts prepares students to work for radio stations and provides a basic knowledge of radio production, programming and announcing.

The program emphasizes communication skills which can be applied to a number of related fields including advertising, public relations, broadcast journalism and program production.

Students have the opportunity to host their own shows on WCC's Orchard Internet Radio station as well as fulfill a required internship with a regional radio station. **CF**

Spotlight on Faculty

Keith Gave:

A new Washtenaw voice

Keith Gave walked into his first newsroom in 1978 and has been reporting the news in some way ever since. He has written for *The Lansing State Journal, The Detroit Free Press, The Dallas Morning News* and the *Associated Press.* It was during his tenure at the *Dallas Morning News* that he realized that mentoring young and upcoming reporters gave him his biggest rush.

"That was the first time that I thought it might be fun to teach," says Gave.

In 2001, Kirtland Community College in Roscommon, Mich. was looking for a director of Public Relations who could also teach English and Journalism and start a student newspaper and Gave fit the bill. With a few student volunteers, the youngest of whom was 63, Gave created a paper that he described as "a nice little paper."

Now at WCC since 2008, he has taken *The Washtenaw Voice* from a nice little paper, to a publication that faculty, staff and students look forward to reading. He has taught the four writers, all journalism students and all transferring to four-year universities, how to track down sources, dig deeper into a subject and how to write tight concise prose. Gave also teaches English and Journalism courses at WCC including Introduction to Journalism and News Reporting.

"It's these students who will determine the next model of the news industry." **CF**

ES

Feature

The Best Worst Thing that Ever Happened to You

How to turn job loss into a brand new beginning

By Anita LeBlanc

Losing a job in the flash of a pink slip is never easy. It impacts your income, identity and relationships. Martha Finney, author of *Rebound: A Proven Plan for Starting Over After Job Loss* acknowledges job loss is traumatic. "You've been told you have no place in the world you lived in. It's a terrible thing that's happened, but it's happened. Now it's up to you to decide if you're going to punish yourself or use the circumstance to your advantage."

First things first

It's completely normal to feel isolated, angry, sad and scared, even if you had an inkling the end was near. Finney says it's important to take a week or two to grieve. "If you can't get out of bed, stay there for awhile. You'll get up eventually. Reach out to those you're closest to. Tell them what you need –a friendly sounding board is most often the requirement."

Regroup

Ane Powers, principal of Washington, DC-based The White Hawk Group, a career coaching and leadership development company, says the next step is to address your finances. "Look at your budget. Are you eligible for severance or vacation pay, unemployment benefits? How long will you have access to health insurance? What are your fixed expenses (housing, food, insurance, Internet, phone) and where can you cut back? Subtract the cost of your essentials from funds you can count on to determine the date you must have a paycheck."

Writing this information down helps make it real and easier to comprehend than when fear is muddling the figures and creating fatalistic thoughts in your mind.

The time following a job loss is perfect for reevaluating your personal values in order to find a better, more satisfying career. Ask yourself: "Did I really love my previous job? What are my strengths, what life issues are important to me, what do I most enjoy doing? Am I basing my lifestyle on what society or others have told me I should want? Is it time to find something more in line with what's really important to me?"

"Did I really love my previous job? What are my strengths, what life issues are important to me, what do I most enjoy doing?"

Powers says that those with the means to access a career coach will receive valuable support in finding answers. Others should look to state employment security workshops and employment programs through churches and colleges that frequently offer free testing to help individuals clarify their talents, skills and values.

Dr. Marla Zipin, a psychologist with a coaching and psychotherapy practice in the DC-area, recommends the free online VIA Signature Strengths Test (www.authentichappiness.sas.upenn.edu) as a helpful resource for identifying your core values.

Finding the bright side

Keeping a positive outlook is important says Zipin, "Look at other doors that have closed and remember the ones that subsequently opened and your resiliency. Look at what you're telling yourself and shift your negative to optimistic thinking. Cultivate appreciation for the small, good things in your life and watch how your attitude changes."

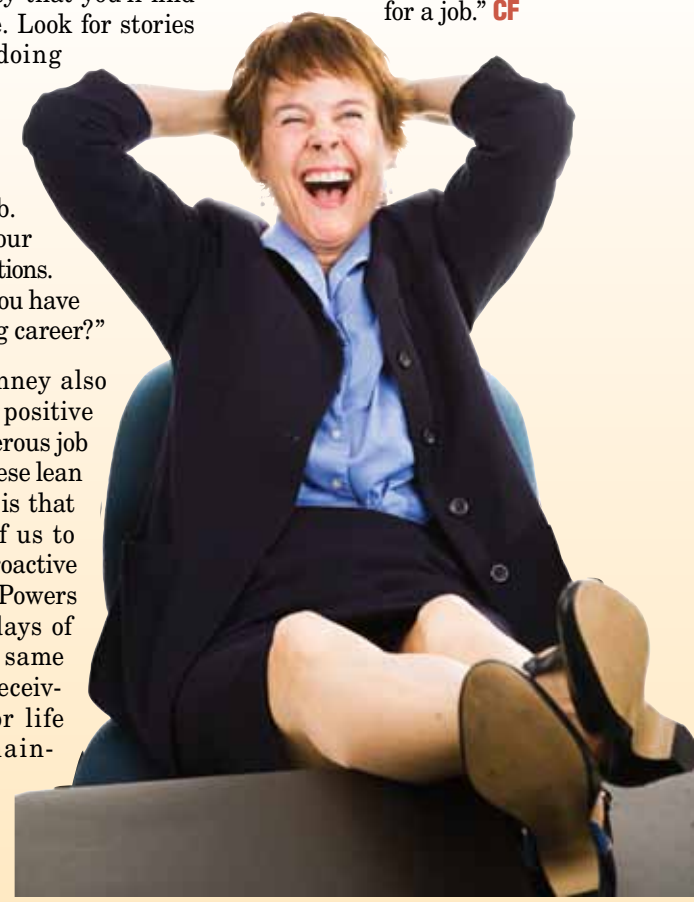
Finney agrees. "Open up your mind to the possibility that you'll find the job you love. Look for stories about people doing extraordinary jobs you think you'd like and learn the language of the job. Double-check your negative assumptions. Why shouldn't you have a new rewarding career?"

Powers and Finney also agree that the positive side to the numerous job losses during these lean economic times is that it's forced all of us to become more proactive in our careers. Powers says that the days of working at the same company and receiving benefits for life are over; remaining vigilant in assessing personal values and continuously building skills and contacts are now the key to career survival.

Planning for great connections

Powers cautions job seekers still reeling from their loss to resist creating a resume before they know what they want to say and whom they want to say it to. Instead create a 25-word pitch that highlights your skills and talents–and attracts the interest of others.

And plan to get out of the house to use it. Sure, there are jobs online, but people hire people who know people. Face-to-face networking is one of the most important things you can do to look for work–and relieve isolation and revive hope. Attending networking events at least once or twice a week, equipped with your personalized pitch is far more likely to get a response from those you meet than "I'm looking for a job." **CF**



Good Jobs Start Here

When you invest in education, you want your time and money to pay off with a good job. WCC offers a range of certificate and associate degree programs that you can complete in one or two years and start earning a good, solid paycheck.

One year of education

Certificates in occupational and technical programs can get you started in careers with plentiful job opportunities such as:

- Advanced Manufacturing
- Automotive, Auto Body and Motorcycle Technology
- Administrative and Medical Office Assistants
- HVACR
- Culinary Arts and Hospitality Management

And all of these certificates can become associate degrees with additional courses.

Two years of education

Associate's degree programs offer several really good job opportunities too:

- Nursing and Health Sciences
- Information Technology
- Visual Arts

Transfer Studies

Get the first two years of your bachelor's degree at WCC and save thousands of dollars. WCC general studies and transfer programs can get you off to a good start.

And more

Of course the list goes on. Explore the WCC schools listing below for more career opportunities. **CF**

Washtenaw Community College | SCHOOL OF ADVANCED MANUFACTURING SYSTEMS

Whether your interest is in robotics, manufacturing or automation, the programs in the School of Advanced Manufacturing Systems will fit your needs. Maintain and troubleshoot the machines that make commercial goods by specializing in one or more aspects of the machining industry. Develop entry level or advanced skills in electronics, automation, industrial computing, fluid power, numerical controls or welding. Advanced specialization is also available in some of these areas.

National Median Salaries

Numerical Tool and Process Control Programmers–$46,360*

Automation

Are you looking for a career as a hydraulic technician, in robotics or an introduction to manufacturing engineering? Consider the field of Automation.

Automation Technology Certificate

Fluid Power Certificate

Automation Technology Associate in Applied Science

Electronics

Specialize in industrial electricity/electronics or computerized systems and programmable logic controllers. The field of Electronics is open to you.

Industrial Electronics Technology Certificate

Industrial Electronics Technology II Advanced Certificate

Machine Tool

Learn about machining operations through the production of parts using WCC's extensive machine tool laboratory.

Machine Tool Technology Certificate

Manufacturing

Develop skills needed to be a numerical control operator or utilize your imagination in the field of manufacturing. Innovation and lean manufacturing are important skills in the field of manufacturing.

Advanced Manufacturing Certificate

Numerical Control Programming Certificate

Other Options

Welding–See School of Construction Technology

Washtenaw Community College | SCHOOL OF APPRENTICESHIP STUDIES

Find a trade-related associate's degree program that builds on your unique set of skills while giving you the knowledge and skills needed to move into organizational leadership.

Apprenticeship Studies

Individualized programs that utilize earned certificates, apprenticeships and trade-related credits tailored to the needs of the student. The Occupational Studies degree offers the flexibility to combine certain certificate programs with general education courses and electives to develop an individualized Associate in Applied Science degree.

Apprentice Completion Certificate

Journeyman Industrial Associate in Applied Science

Occupational Studies Associate in Applied Science

United Association of Journeymen and Apprentices of the Plumbing and Pipefitting Industry of the United States and Canada

These programs are restricted to members of the United Association of Journeymen and Apprentices of the Plumbing and Pipefitting Industry of the United States and Canada.

Construction Supervision Certificate

Construction Supervision Associate in Applied Science

Construction Supervision Associate in Science

Industrial Training Associate in Applied Science

Industrial Training Associate in Science

Sustainable Technologies in HVACR Associate in Applied Science

**From U.S. Bureau of Labor Statistics. **From* Salary.com. *Salaries are representative of earnings as of June 2009. Earnings vary based on experience, education and location.*

Washtenaw Community College | SCHOOL OF AUTOMOTIVE AND MOTORCYCLE TECHNOLOGY

If you are looking for the best technical training in the automotive or motorcycle fields, WCC's School of Automotive and Motorcycle Technology is the place for you. Whether your focus is finding employment as a technician, learning about performance or creating a custom look, our intermediate and advanced certificate programs as well as associate's degrees will enhance your personal and professional qualifications. These programs offer the perfect blend of classroom and hands-on education not available in any other educational setting.

National Median Salaries

Automotive Body and Related Repairers–$39,950*

Automotive Service Technicians and Mechanics –$37,540*

Motorcycle Mechanics–$33,490*

Auto Body Repair

These certificates prepare the student for various positions in the auto body repair industry.

Auto Body Repair Certificate

Collision Repair Refinish Technician Advanced Certificate

Collision Repair Technician Advanced Certificate

Automotive Services

The automotive certificates prepare the student for work as an automotive technician, diagnosing and repairing malfunctions in automobile systems.

Automotive Mechanics Certificate

Automotive Services Technician Advanced Certificate

See the Automotive Technologies Video
wccnet.edu/flashvideos

Custom Cars & Concepts

Develop advanced skills in the customization of the auto body through the completion of these advanced certificates.

Custom Auto Body Technician Advanced Certificate

Custom Fabrication & Chassis Design Advanced Certificate

Motorcycle Service Technician

Prepare for a career as a motorcycle mechanic or build upon skills already developed.

Motorcycle Service Technology I Certificate

Motorcycle Service Technology II Advanced Certificate

Other Options:

Welding–See School of Construction Technology
Occupational Studies–See School of Apprenticeship Studies

Washtenaw Community College | SCHOOL OF BUSINESS AND ENTREPRENEURIAL STUDIES

Learn the fundamentals you will need to become a business leader or entrepreneur. These programs help you develop entry-level skills in various aspects of business. Whether your goal is to make your place in an existing industry or branch out on your own, these programs can provide the foundation for success.

National Median Salaries

Sales Representatives, Wholesale Manufacturing–$61,470*

Employment, Recruitment and Placement Specialists–$53,870*

Food Service Managers–$52,320*

First Line Supervisors/ Managers of Construction Trades and Extraction Workers–$61,280*

First Line Supervisors/ Managers of Mechanics, Installers, Repairers–$59,160*

Executive Secretaries or Administrative Assistants–$42,340*

Medical Secretaries–$30,800*

Entrepreneurship

Learn how to recognize market opportunities and plan a small business through completion of this certificate program.

Entrepreneurship Certificate

Business

Choose one or more areas in the field of business as you prepare for your future.

Business Sales and Marketing Certificate

Human Resource Management Certificate

Management Supervision Advanced Certificate

Management Supervision Associate in Applied Science

Accounting

Accounting and tax services, CPA firms and small businesses need employees with accounting skills. These programs can provide the skills needed for entry-level positions.

Accounting Certificate

Accounting Associate in Applied Science

Business Office Systems

Whether you are just starting out in an office or advancing to a high-level administrative or executive assistant position, these programs can help you achieve your goals.

Administrative Assistant I Certificate

Computer Software Applications Certificate

Medical Office Assistant Certificate

Administrative Assistant II Advanced Certificate

Administrative Assistant Technology Associate in Applied Science

Other Options

Business Associate in Art–See Transfer and University Parallel Programs
Occupational Studies–See School of Apprenticeship Studies

Washtenaw Community College | SCHOOL FOR CHILD CARE PROFESSIONALS

If you yearn to be involved in nurturing the next generation of young people, the School of Child Care Professionals is the place to begin. Gain the knowledge and skills required for state licensing and national childcare credentials while enjoying the personal experience of working directly with children.

National Median Salaries

Preschool Teachers–$26,610*

Child Care Professionals

Whether you are looking to care for children in a home-based center or a professional or school-based setting, these programs can prepare you for an entry-level position as a childcare professional.

Child Development Certificate

Child Care and Education Advanced Certificate

Child Care Professional Associate in Applied Science

**From U.S. Bureau of Labor Statistics. **From Salary.com. Salaries are representative of earnings as of June 2009. Earnings vary based on experience, education and location.*

Washtenaw Community College | SCHOOL OF CONSTRUCTION TECHNOLOGY

Become part of the growing global community of skilled trades professionals or skilled trades managers. Design, plan, construct and complete structures for your home or for your career. You can earn a certificate or degree in Residential Construction, Construction Management or Heating, Ventilation and Air Conditioning. These programs offer the perfect blend of classroom education and hands-on training. At the Henry S. Landau Design and Construction Training Center, you will be taught construction skills from the ground up. You can learn classic skills such as woodworking or modern techniques needed to maintain or improve your own structure. On the main campus, the HVACR program offers a wide range of training to equip high-end technicians with the knowledge and skills needed for successful entry into the field.

National Median Salaries

Construction Managers–$89,770*

Carpenters–42,940*

Heating, Air Conditioning and Refrigeration Mechanics–$42,240*

Welder, Cutter, Solderers or Brazers–$35,370*

Construction Management

Prepare for work in the construction management or property maintenance industries through the completion of these programs.

Commercial Property Maintenance Technology Advanced Certificate

Construction Management Associate in Art

HVACR

Whether you are working on residential or commercial equipment, these programs prepare you for a career in the heating, ventilation, air conditioning and refrigeration industry.

Heating, Ventilation, Air Conditioning and Refrigeration Residential Certificate

Heating, Ventilation, Air Conditioning and Refrigeration Commercial Advanced Certificate

Heating, Ventilation, Air Conditioning and Refrigeration Industrial Advanced Certificate

Heating, Ventilation, Air Conditioning and Refrigeration Associate in Applied Science

Residential Construction

If you want to learn basic construction, prepare to take the Michigan Builder's License exam or are considering starting a construction business, this is the place to start.

Residential Construction I Certificate

Cabinetmaking/Millwork Systems Technology Advanced Certificate

Residential Construction II Advanced Certificate

Residential Construction Associate in Science

See the Residential Construction Video
wccnet.edu/flashvideos

Welding and Fabrication

Learn skills from beginning welding to advanced fabrication for a career as a welding maintenance mechanic.

Welding Certificate

Welding Mechanics Advanced Certificate

Welding Associate in Applied Science

See the Welding Video
wccnet.edu/flashvideos

Other Options

Management Supervision Advanced Certificate–See School of Business and Entrepreneurial Studies

Management Supervision Associate in Applied Science–See School of Business and Entrepreneurial Studies

Washtenaw Community College | SCHOOL OF CRIMINAL JUSTICE AND LAW ENFORCEMENT

Students develop the skills and knowledge necessary for work in law enforcement and criminal justice. Completion of the Police Academy Certificate prepares the student to take the exam necessary for a career as a police officer.

National Median Salaries

Police and Sheriff Patrol Officers–$52,810*

Correctional Officers–$41,340*

Criminal Justice and Law Enforcement

The programs prepare the student for careers as a police officer or in criminal justice.

Police Academy Certificate

Criminal Justice/Law Enforcement Associate in Applied Science

See the School of Law Enforcement and Criminal Justice Video
wccnet.edu/flashvideos

Other Options

Criminal Justice Associate in Art–See Transfer and University Parallel Programs

Washtenaw Community College | SCHOOL OF CULINARY ARTS AND HOSPITALITY MANAGEMENT

Find your passion in food, friends and elegant surroundings. Develop skills for an entry-level position in restaurant, hospitality or institutional settings. Whether your interests lie in pastry and wedding cakes, food preparation and marketing or management of food service, these are the programs for you.

National Median Salaries

Food Service Managers–$50,320*

Chefs or Head Cooks–$42,410*

Culinary Arts and Hospitality Management

Develop the skills necessary for a career in the hospitality industry.

Baking and Pastry Certificate

Culinary Arts Certificate

Hospitality Management Certificate

Culinary and Hospitality Management Associate in Applied Science

See the Culinary Arts and Hospitality Management Video
wccnet.edu/flashvideos

Other Options

Management Supervision Advanced Certificate–See School of Business and Entrepreneurial Studies

Management Supervision Associate in Applied Science–See School of Business and Entrepreneurial Studies

Occupational Studies–See School of Apprenticeship Studies

What is the National Median Salary?

CareerFocus uses salary information from the U.S. Bureau of Labor Statistics and *Salary.com* unless noted otherwise. These figures represent the national midpoint earnings for each job description. This means that half the U.S. employees surveyed in a particular occupation earn less than this figure and half earn more.

Individual salaries vary based on the region, the size of the employer and the employee's education, experience and skill level. You can research your potential salary at *Salary.com*, *The Occupational Outlook Handbook* at the U.S. Bureau of Labor Statistics Web site (www.bls.gov) or by checking with professional organizations and local employers.

**From U.S. Bureau of Labor Statistics. **From* Salary.com. *Salaries are representative of earnings as of June 2009. Earnings vary based on experience, education and location.*

Washtenaw Community College | SCHOOL OF INFORMATION TECHNOLOGY

The School of Applied Information Technology gathers the diverse areas that make up the computer technology of today. From basic programming languages to systems development through networking, these programs provide the core of information technology. Develop skills in computer forensics or learn how to run a successful e-business. The growing field of applied information technology is waiting for you.

National Median Salaries

Web Designers–The middle 50 percent earn between $57,174 and $74,702**

Network Systems and Data Communications Analysts– $73,830*

Computer Programers–$73,470*

Java Developers–The middle 50 percent earn between 65,467 and $88,722**

Computer Systems Analysts –$78,830*

Network and Computer Systems Administrators –$73,830*

Internet Professional

Join the Web development industry through the completion of these certificates and degree.

Web Technology Certificate

Web Application Developer Advanced Certificate

Web Graphic Design Advanced Certificate

Web User Experience Advanced Certificate

Internet Professional Associate in Applied Science

Networking

Develop and manage computer networks as a network administrator/engineer.

Computer Systems Technology Certificate

Computer Networking Academy I Advanced Certificate

Computer Networking Operating Systems I Advanced Certificate

Computer Networking Associate in Applied Science

Computer Networking Academy II Post Associate Certificate

Programming

Learn the foundation of computer programming or specialize in a programming language through these programs.

Foundations of Information Systems Certificate

C+ Programming Advanced Certificate

Programming in Java Advanced Certificate

Computer Security and Data Analysis

Become part of the growing field of computer system security and forensics.

See the Computer Security Video
wccnet.edu/flashvideos

Foundations of Computer Security Certificate

Foundations of Data Recovery and Analysis Advanced Certificate

Network Security Advanced Certificate

Data Recovery and Analysis Advanced Certificate

Computer Systems Security Associate in Applied Science

Data Recovery and Analysis Associate in Applied Science

Systems Development and Administration

Develop and manage computer systems and using universal operating systems.

Linux/Unix Systems I Certificate

Linux/Unix Systems II Advanced Certificate

Web Database Developer Advanced Certificate

Microcomputer System Support Associate in Applied Science

Other Options

Internet Professional AA Degree–See Transfer and University Parallel Programs

Computer Science Transfer AS Degree, Information Systems Transfer AS Degree, Mathematics and Computer Science As Degree - See Transfer and University Parallel Programs

Washtenaw Community College | SCHOOL OF MUSIC AND PERFORMING ARTS

Students learn basic creative and performance skills in music, drama and dance and how they are applied in a professional setting. Whether you are exploring your own talents, coordinating the talents of others, or practicing the techniques you will need to make a living at your craft, the School of Music and Performing Arts provides the fundamentals you need.

National Median Salaries

Musicians or Singers–$28.28/hr*

Sound Engineering Technicians–$53,110*

Music and Performing Arts

Develop the skills for a career in music performance, engineering or production through these certificate programs.

Music Performance Certificate

Music Production/Engineering Certificate

See the Music Video
wccnet.edu/flashvideos

Washtenaw Community College | SCHOOL OF NURSING AND HEALTH SCIENCES

Find your place in the growing field of healthcare. Whether your interest lies in the traditional field of nursing or the new program in physical therapist assistant, the School of Nursing and Health Sciences provides a variety programs designed to prepare students for entry-level positions in dental assisting, pharmacy technology, radiography, physical therapist assistant, nursing assistant or professional nursing.

National Median Salaries

Dental Assistants–$33,170*

Nursing Aides, Orderly or Attendants–$24,620*

Registered Nurses– $65,130*

Pharmacy Aides–$21,500*

Physical Therapist Assistants–$46,300*

Radiologic Technologists and Technicians–$53,230*

Dental Assisting

Prepare for a career as a certified dental assistant through the completion of this program.

Dental Assisting Certificate

Health Care Foundations

Uncertain of your specific career path in the field of health care? This certificate program can provide the essential basic skills to prepare for a specialized program.

Health Care Foundations Certificate

Nursing

Prepare for a career in a variety of health care settings through this certificate and associate in applied science degree program.

Nursing Assistant Skills Training Certificate of Completion

Nursing Transfer Associate in Applied Science

Registered Nursing Associate in Applied Science

See the School of Nursing Video
wccnet.edu/flashvideos

Pharmacy Technology

Work with a professional pharmacist to meet the medication and customer service needs of individuals in a variety of settings.

Pharmacy Technology Certificate

Physical Therapist Assistant

Work with a physical therapist to provide selected services to patients with a wide variety of conditions.

Physical Therapist Assistant Associate in Applied Science

Radiography

Prepare for a career as a radiographer, operating various medical imaging equipment.

Radiography Associate in Applied Science

Other Options

Management Supervision Advanced Certificate–See School of Business and Entrepreneurial Studies
Occupational Studies–See School of Apprenticeship Studies

**From U.S. Bureau of Labor Statistics. **From Salary.com. Salaries are representative of earnings as of June 2009. Earnings vary based on experience, education and location.*

Washtenaw Community College | SCHOOL OF PROFESSIONAL COMMUNICATION

We live in an age of communication. The School of Applied Communication is here to serve those who want to develop skills in radio broadcast, technical writing or in print and online journalism.

National Median Salaries

Radio and Television Announcers–$40,410*

Reporters and Correspondents–$33,470 *

Technical Writers–$58,050*

Writers and Authors–$64,560*

Broadcast Arts

Prepare to transfer to a four-year school or begin a career in radio and/or other forms of broadcast arts.

Broadcast Arts Associate in Art

Journalism

Provides a foundation for beginning writing or to undertake advanced studies at a four-year institution.

Journalism Associate in Art

Technical Writing

Provides a foundation for beginning writing or to undertake advanced studies at a four-year institution.

Technical Writing Certificate

Technical Writing Associate in Arts Degree

Washtenaw Community College | SCHOOL OF VISUAL ARTS

The eyes say it all in the School of Visual Arts. From the classics of photography and graphic design to the developing fields of digital video and 3-D animation, students can learn a variety of skills leading to multiple career options.

National Median Salaries

Multi-Media Artists and Animators–$62,380

Television, Video or Motion Picture Camera Operators–$47,710*

Film and Video Editors–$62,500

Graphic Designers–$46,750*

Art Directors–$88,510*

Photographers–$35,640*

3-D Animation

Learn the basics of three dimensional animation used in videos, games and on the Web. This degree will prepare you for an entry-level position in digital modeling and animation.

3-D Animation Associate in Applied Science

Digital Video

Complete these programs to learn how to create digitized video productions for the Web and other presentation forms.

Digital Video Film Production Certificate

Digital Video Production Associate in Art

Graphic Design

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

Graphic Design Certificate

Graphic Design Associate in Applied Science

Photography

Develop skills in composition, processing and presentation needed for a satisfying career in professional photography or as a means of personal expression.

Photographic Imaging Certificate

Photographic Technology Associate in Applied Science

See the Photography Video

wccnet.edu/flashvideos

Other Options

Interior Design Associate in Applied Science–See School of Construction Technology

Washtenaw Community College | TRANSFER AND UNIVERSITY PARALLEL PROGRAMS

If your goal is to continue your education toward a baccalaureate degree, then the Transfer and University Parallel programs is the track for you. Complete the first two years of study in a supportive environment with small classes and personal attention.

National Median Salaries

Accountants or Auditors–$65,840

Wholesale and Retail Buyers –$55,540*

Administrative Services Managers–$79,500

Kindergarten, Elementary, Middle, and Secondary School Teachers–from $49,770 to $54,390*

Engineers–from $72,850 to $119,140*

Physicians or Surgeons–from $153,370 to $206,770*

Social Workers–$46,220

Business

Designed for students who intend to transfer into a four-year school program in business.

Business Associate in Art

Computer Science

Provides a foundation in computer science or business information systems.

Computer Science Associate in Science

Information Systems Associate in Science

Math and Science Associate in Science

Criminal Justice

This program prepares you for a career in law enforcement, the courts or corrections

Criminal Justice Associate in Art

Education

These programs offer the first two years of instruction required to become a certified teacher in the state of Michigan.

Elementary Education Associate in Art

Secondary Education Associate in Art

Exercise Science

This program prepares the student for further study in areas of exercise science.

Exercise Science Associate in Science

Internet Professional

These programs prepare you to join the Web development industry.

Internet Professional Associate in Art

Liberal Arts Transfer

This program of study can be individualized to meet your needs or the requirements of the transfer college or university.

Liberal Arts Transfer Associate in Art

Math and Science

Learn more about math and science, prepare for careers in engineering, physics, medicine or medical research.

General Studies in Math and Natural Science Associate in Science

Math and Science Associate in Science

Pre-Engineering/Physics Associate in Science

Pre-Medicine Associate in Science

Social Work

This program prepares you to transfer to a bachelor's degree program in social work.

Human Services Associate in Art

**From U.S. Bureau of Labor Statistics. **From* Salary.com. *Salaries are representative of earnings as of June 2009. Earnings vary based on experience, education and location.*

Announcing new WCC summer camps that let teens

EXPLORE!

Tired of the same old camps? Try one of these.

Arts

Fine Arts Camp:
No Lanyards Made Here!

Construction

Construction Camp: Toolin'

Woodworking Camp:
Workshop 'Til You Drop

Music and Theater

Guitar Camp: Jammin!

Jazz Ensemble Camp:
Swinging with the Cool Cats!

Rock Band Boot Camp:
Get Amped for Camp!

Improv All-Stars: Whose Line Is It Anyway?

Technology

Robotics

Digital Drawing Studio: Be the Illustrator

Fab Lab: Design, Simulate and Fabricate

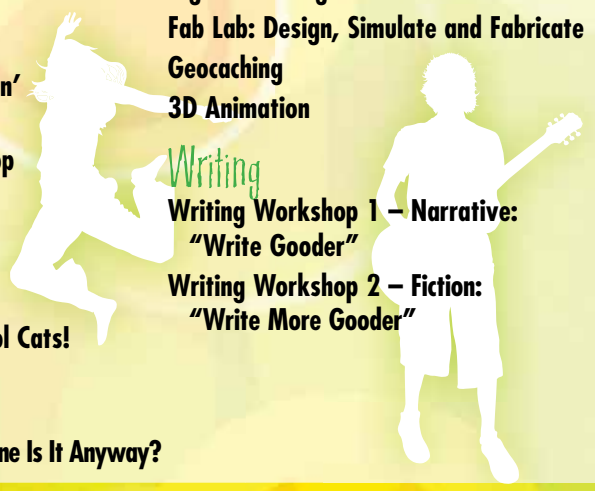
Geocaching

3D Animation

Writing

Writing Workshop 1 – Narrative:
"Write Gooder"

Writing Workshop 2 – Fiction:
"Write More Gooder"



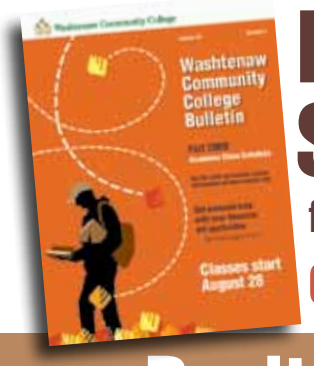
DON'T WAIT! REGISTRATION HAS BEGUN

To get more details on these camps or to register visit:
www.wccnet.edu/teensoncampus

For more information email:
teensoncampus @wccnet.edu

Teens on Campus
Washtenaw Community College

WCC FALL 2009



Registration Starts July 15

for new students.

Classes start August 28

Don't Get Dropped!

Pay by August 6 to keep your seat

Pay the day of registration after August 6

WCC is now offering more

WEEKEND CLASSES

to fit your schedule

Find Saturday (Sa) and Sunday (Su) classes online at www.wccnet.edu

Washtenaw Community College

Washtenaw Community College ADA/EEO/Title IX/Section 504 Compliance Statements

Washtenaw Community College does not discriminate on the basis of race, sex, color, religion, national origin, age, disability, height, weight, marital status or veteran status in provision of its educational programs and services or in employment opportunities and benefits. WCC is committed to compliance in all of its activities and services with the requirements of Title IX of the Educational Amendments of 1972, Public Act 453, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964 as amended, Public Act 220, and the Americans with Disabilities Act of 1990.

Inquiries concerning programs and services under Title IX and Section 504, and the Americans with Disabilities Act should be directed to the Office of the Associate Vice President of Student Services, Room SC 275A, Student Center Building, 734-973-3536. Inquiries regarding compliance in employment should be directed to the College Affirmative Action Officer in the Office of Human Resource Management, Room 120, Business Education Building, 734-973-3497. Inquiries concerning access to facilities should be directed to the Director of Plant Operations, Plant Operations Building, 734-677-5300.

Title II Student Right to Know and Campus Security Act Compliance Statement

The Student Right to Know and Campus Security Act of 1990 is a federal law that mandates the disclosure by all institutions of higher education of the rates of graduation, the number of incidents of certain criminal offenses, and the default rate for student loans. The law also mandates that information be provided on the type of security provided on campus, the pertinent policies regarding security on campus, and policies that record and deal with alcohol and drug abuse. Washtenaw Community College is in full compliance with these provisions and provides the required information annually through college publications. Inquiries concerning the Student Right to Know and Campus Security Act should be directed to Washtenaw Community College, Office of the Associate Vice President of Student Services, Room SC 275A, Student Center Building, Ann Arbor, MI 48106 (telephone 734-973-3536).

WCC is a smoke-free campus.

TORTOISE AND HARE
Running & Fitness Centers

Shoes, Apparel, Accessories and Personal Service

Three locations:

209 E. Liberty St.
769-9510

2631 Plymouth Rd.
623-9640

4800 E. Huron River Dr.
(WCC Fitness Center)
477-8745

Bring in this ad for 20% OFF non-sale items

www.tortoiseandhare.com

STUDENT CO-OP HOUSING!!

Affordable Community Living for College Students

Now Signing Contracts:
Fall/Winter 2009/10
≈ $549 - 699/month*
(Spring/Summer Rates Available)

***INCLUDES UTILITIES, INTERNET, PARKING, SOCIAL ACTIVITIES, LEADERSHIP OPPORTUNITIES, AND ALL THE FOOD YOU CAN EAT!**

Use this ad to get a free dinner at one of our 18 unique houses!

For more information call or visit:

Inter-Cooperative Council (ICC)
734-662-4414
www.icc.coop

LIVE LIFE TO THE FITTEST

The Health & Fitness Center at Washtenaw Community College

You'll find a 75,000 sq. ft. facility with open spaces and spectacular views.

It's beautiful. It's friendly. It's a great place to get healthy and fit.

- Health and fitness classes; including yoga, Pilates and spinning
- Personalized training and nutritional counseling
- A walking/jogging track
- Free weights, resistance and cardiovascular training equipment
- A large lap pool and a warm therapeutic pool with wheelchair access
- Spacious locker rooms with whirlpools, steam, sauna and massage
- Child care (for a small fee)
- Tortoise & Hare Running and Fitness store
- Free parking ...and much more!

For more information, or to join, call (734) 975-9950 or visit www.wccfitness.org

The Health & Fitness Center
AT WASHTENAW COMMUNITY COLLEGE

Focus on Textbooks (but spend less $!)

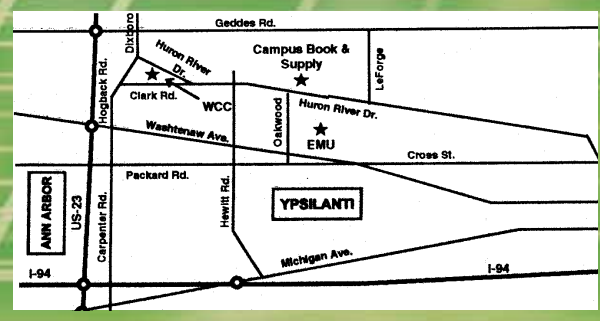
Shop at Campus Book and Supply

Textbooks for all classes at Washtenaw Community College and Eastern Michigan University

- **Academically priced full-version software with ID**
- **Reference books, Study aids**
- **Daily student book buy back**
- **College clothing, gifts, cards**

CAMPUS BOOK & SUPPLY

1078 Huron River Drive, Ypsilanti
Eastern Plaza, next to McDonalds (only minutes from WCC)



734-485-2369
www.campusbooksupply.com

Why Major in Business?

Cleary University offers an all-inclusive tuition and book policy, a tuition price guarantee and convenient scheduling. With associate's, bachelor's, and master's degree programs (including our online MBA), Cleary can help you achieve your goals, quickly. Campuses in Ann Arbor and Howell...and extension sites including Flint.

Discover Cleary today!

CLEARY UNIVERSITY

A Lifetime Investment...Immediate Returns

www.cleary.edu 1-800-686-1883

Earn Your Bachelor's Degree with Siena Heights at WCC

- The Bachelor of Applied Science degree is offered in a variety of allied health, public safety, and technical fields.
- The BA in MDS is available to those who have significant college credit in a variety of academic disciplines.
- Classes are offered in a blended online format, meaning students meet twice per course at WCC with the remaining coursework completed online.

Call or Email Us Today!

866.937.2748 • annarbor@sienaheights.edu

www.sienaheights.edu

EDUCATE YOUR AMBITION

Be the voice

A private, Christian liberal arts university offering both undergraduate and graduate degrees, committed to helping you fuel your passions and realize your academic goals.

Dedicated to Excellence

- Low 14:1 student to faculty ratio
- 98% of students receive financial aid
- Academic, athletic, fine art and leadership scholarships available
- National and international internships
- Study abroad: England, Italy, Spain and more
- The Concordia Cardinals are members of the NAIA Division II WHAC Conference

Apply Now
www.cuaa.edu

Register for a Campus Visit
www.cuaa.edu/campusvisit

Schedule a Personalized Visit
888-282-2338
admission@cuaa.edu

CONCORDIA UNIVERSITY

4090 Geddes Road • Ann Arbor, MI 48105

"WCC has been so supportive of me – the counselors, the instructors and the Foundation. I never thought I would love chemistry!"

MEGAN FRAGA
WCC STUDENT AND FUTURE UOFM NURSING STUDENT

Megan Fraga, a former high school drop out, now carries a 4.0 grade point average and plans to transfer to the University of Michigan's Nursing program. What allowed her to find her focus was a scholarship from the WCC Foundation.

Don't let financial worries get in the way of your education.
The WCC Foundation has scholarships to help you pursue your goal. For more information, please call the Foundation at **734-973-3665** or visit online at **www.wccnet.edu/foundation**.

WCC Foundation

Introduction to Floral Design

If you like flowers, you'll love this exciting new program.

Learn to use plants and flowers to create bold and beautiful floral arrangements. Be creative as you choose colors, shapes and textures to arrange bouquets, corsages, centerpieces and other floral designs.

This series of four courses will be taught by professionals who are certified by national and international organizations, and have years of experience in the in the field of floral design.

Students who complete this series will be eligible to enroll in the Certificate Program in Floral Design.

For more information, go to our Web site:
wccnet.edu/life-long learning
or call 734-677-5027.

Floral Design Orientation Session

If you have questions, or would like more details about the classes be sure to attend this session!

July 22 at 6:30 p.m.
Morris Lawrence Building, Room 101

LifeLong Learning @WCC
Personal Enrichment. Professional Development.

CONSIDER
THE BENEFITS OF
WEEKEND CLASSES

- ✔ **No more juggling your work schedule**
- ✔ **Get your weeknights back**
- ✔ **Parking is easier**
- ✔ **Earn the credits you need when you have the time**

WCC gives you the most options to fit a college education into your life

Classes on Friday evening, Saturday and Sunday include: business, computers, photography, composition, interpersonal communication, art, speech, psychology, math, physics, biology Yoga, sociology, auto refinishing and many more…

Registration begins July 15
for new students.

CLASSES START AUGUST 28

WCCFlexEd
Your life, your college

Find Answers to your Career Questions

CareerFocus Café

www.careerfocuscafe.com

On the menu:

Job Hunting Tips
Career Trends
Salary Information
Careers on Video
Workplace Advice
College Resources
And More

CareerFocus Café is the new online companion to CareerFocus magazine

CareerFocus
Washtenaw Community College
4800 E. Huron River Drive
Ann Arbor, MI 48105-4800

ECRWSS
RESIDENTIAL CUSTOMER

NONPROFIT ORG.
US POSTAGE
PAID
ANN ARBOR, MI
PERMIT NO.28

YOUR TIME MATTERS

So WCC offers flexible learning options

WEEKEND CLASSES

Yes, weekends only.

You can take classes without putting a strain on your Monday through Friday schedule.

Check out our new schedule of weekend classes!

BLENDED CLASSES

The perfect balance - ½ online, ½ on campus

In most cases, you will only meet on campus once a week.

Students Note: Now you can schedule a full load of core classes one day a week or in one small block of time twice a week—the choice is yours. These new scheduling options maximize your time on and off campus giving you greater control of your hectic life.

COLLEGE ON DEMAND (COD) ONLINE CLASSES

A 100% interactive online learning experience from the comfort of your home. Without coming to campus, you can watch video lectures, submit assignments, participate in class discussions and still have access to the same outstanding faculty you'd have on campus.

To learn more about the flexible learning options available to you at WCC, call 734-477-8903 or visit www.wccnet.edu/academicinfo/collegeondemand/

WCCFlexEd
Your life, your college